



Faculty of Language and Communication

**THE LANGUAGE OF ADVERTISING: A STUDY OF
MALAYSIAN WOMEN FASHION DIGITAL ADVERTISEMENTS
IN ENGLISH ON INSTAGRAM**

**NUR FARAHANEE BINTI AB RAZAK
(61987)**

**Bachelor of Arts (Linguistics) with Honours
Universiti Malaysia Sarawak**

2020

**THE LANGUAGE OF ADVERTISING: A STUDY OF MALAYSIAN WOMEN
FASHION DIGITAL ADVERTISEMENTS IN ENGLISH ON INSTAGRAM**

by

**NUR FARAHANEE BINTI AB RAZAK
(61987)**

This final year project is submitted in partial fulfilment of the requirements for the
Degree of Bachelor of Arts (Linguistics) with Honours
Faculty of Language and Communication
Universiti Malaysia Sarawak

2020

UNIVERSITI MALAYSIA SARAWAK

Sila tandakan/Please tick (✓)

Projek Tahun Akhir/
Final Year Project

☒

Sarjana/*Masters*

☐

PhD

☐

**PENGAKUAN KEASLIAN HASIL KERJA
DECLARATION OF ORIGINAL WORK**

Perakuan ini telah dibuat pada 27 Julai hari Isnin 2020.
This declaration is made on the Monday of 27th July 2020.

Pengakuan Pelajar:

Saya Nur Farahaneer Binti Ab Razak, 61987, Fakulti Bahasa Dan Komunikasi dengan ini mengisytiharkan bahawa kerja bertajuk *The Language of Advertising: A Study of Malaysian Women Fashion Digital Advertisements in English on Instagram* adalah kerja saya yang asli. Saya tidak meniru dari mana-mana hasil kerja pelajar yang lain atau dari mana-mana sumber lain kecuali dengan menyatakan sumber rujukan sewajarnya atau pengakuan telah dinyatakan dengan jelas dalam teks, dan tidak mempunyai mana-mana bahagian ditulis untuk saya oleh orang lain.

Student's Declaration:

I Nur Farahaneer Binti Ab Razak, 61987, Faculty of Language and Communication hereby declare that the work entitled The Language of Advertising: A Study of Malaysian Women Fashion Digital Advertisements in English on Instagram is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

27 Julai 2020

Tarikh serahan
Date submitted

nfarahaneer

Nur Farahaneer Binti Ab Razak (61987)

Pengesahan Penyelia:

Supervisor's Declaration:

Saya Radina Binti Mohamad Deli dengan ini memperakui bahawa hasil kerja bertajuk *The Language of Advertising: A Study of Malaysian Women Fashion Digital Advertisements in English on Instagram* telah disediakan oleh pelajar yang bernama di atas, dan telah diserahkan kepada " Fakulti Bahasa dan Komunikasi " sebagai * memenuhi sebahagian/penuh bagi penganugerahan Ijazah Sarjana Muda Sastera (Linguistik) dengan Kepujian, dan kerja yang dinyatakan di atas, sepanjang pengetahuan saya, adalah hasil kerja pelajar tersebut.

*I Radina Binti Mohamad Deli hereby certifies that the work entitled The Language of Advertising: A Study of Malaysian Women Fashion Digital Advertisements in English on Instagram was prepared by the above named student, and was submitted to the "Faculty Language and Communication" as a * partial/full fulfillment for the conferment of Bachelor of Arts (Linguistic) with Honours, and the aforementioned work, to the best of my knowledge, is the said student's work.*

Diterima untuk pemeriksaan oleh:

Received for examination by: _____

Tarikh:

Date: _____

(Nama penyelia)/ *(Name of the supervisor)*

Saya mengaku bahawa Projek/Tesis diklasifikasikan sebagai (Sila tandakan (√)) :

I declare that Project/Thesis is classified as (Please tick (√)):

<input type="checkbox"/>	SULIT	(Mengandungi maklumat sulit di bawah Akta Rahsia Rasmi 1972)*
<input type="checkbox"/>	TERHAD	(Mengandungi maklumat TERHAD yang telah ditentukan oleh organisasi di mana penyelidikan telah dijalankan)
<input type="checkbox"/>	AKSES TERBUKA	

Pengesahan Projek / Tesis

Validation of Project/Thesis

Oleh itu, saya mengaku dan mengesahkan dengan sewajarnya dengan kebenaran dan kerelaan bahawa Projek/Tesis ini hendaklah diletakkan secara rasmi di Pusat Khidmat Maklumat Akademik dengan kepentingan undang-undang dan hak-hak seperti berikut:

- Pusat Khidmat Maklumat Akademik mempunyai hak yang sah untuk membuat salinan Projek/Tesis bagi pertukaran akademik antara Institut Pengajian Tinggi.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes the sole property of UNIMAS.

- Tiada pertikaian atau apa-apa tuntutan yang dibuat sama ada oleh pelajar itu sendiri atau pihak ketiga terhadap Projek/Tesis ini apabila telah menjadi hak milik UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.
- Mana-mana bahan, data dan maklumat yang berkaitan dengan Projek/Tesis ini, tidak dibenarkan diedar, diterbitkan atau didedahkan kepada mana-mana pihak oleh pelajar melainkan dengan kebenaran UNIMAS.

I therefore duly affirm with free consent and willingly declare that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abiding interest and rights as follows:

- *This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS).*
- *Projek/Tesis ini adalah harta undang-undang Universiti Malaysia Sarawak (UNIMAS).*
- *The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.*
- *Pusat Khidmat Maklumat Akademik mempunyai hak yang sah untuk membuat salinan bagi tujuan akademik dan penyelidikan sahaja dan bukan untuk tujuan lain.*
- *The Centre for Academic Information Services has the lawful right to digitalise the content for the Local Content Database.*
- *Pusat Khidmat Maklumat Akademik mempunyai hak yang sah untuk mendigitalkan kandungan tesis ini untuk Kandungan Pangkalan Data Tempatan.*
- *The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.*

Tandatangan Pelajar/*Student's signature:*

Tandatangan Penyelia/*Supervisor's signature:*

nfarahane

(27 Julai 2020)

(Tarikh/Date)

Alamat semasa pelajar/*Current address of student:*

No 161, Jalan Serikaya 10, Segamat Baru, 85000 Segamat, Johor Darul Takzim

Nota: *Jika Projek/Tesis ini SULIT atau TERHAD, sila lampirkan bersama-sama surat daripada organisasi beserta sebab dan tempoh kerahsiaan dan sekatan.

Notes: * *If the Project/Thesis is CONFIDENTIAL or RESTRICTED, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.*

ABSTRACT

THE LANGUAGE OF ADVERTISING: A STUDY OF MALAYSIAN WOMEN FASHION DIGITAL ADVERTISEMENTS IN ENGLISH ON INSTAGRAM

NUR FARAHANEE BINTI AB RAZAK

This research aims to analyse the linguistic features used in Malaysian women fashion digital advertisements in English on Instagram. A total of 150 digital advertisements from three different Instagram pages; The Duck Group, Lilit Woman and Poplook were selected to analyse the female language characteristics and lexical linguistic features of advertisements with reference to the Feminist Stylistics (1998) framework by Sara Mills and the Grey Advertisement Linguistic Features (2008) framework by Grey. Results demonstrated five female language characteristics found in above digital advertisements with clause is indirect characteristic having the highest number. As for lexical linguistic features, there are nine out of ten features found in the digital advertisements with simple vocabulary being the highest. The analysis provides knowledge to academics and industry in analysing and creating digital advertisements while create awareness and better understanding of language of advertising for consumers especially female shoppers.

ABSTRAK

BAHASA PENGIKLANAN: KAJIAN IKLAN DIGITAL FESYEN WANITA MALAYSIA BERBAHASA INGGERIS DI LAMAN INSTAGRAM

NUR FARAHANEE BINTI AB RAZAK

Kajian ini bertujuan untuk menganalisis fitur linguistik yang digunakan dalam iklan digital fesyen wanita berbahasa Inggeris di Malaysia. 150 iklan digital daripada tiga laman Instagram iaitu *The Duck Group*, *Lilit Woman* dan *Poplook* telah dipilih untuk dianalisis ciri-ciri bahasa wanita dan fitur leksikal linguistik dengan menggunakan teori rangka kerja *Feminist Stylistics* (1998) yang diperkenalkan oleh Sara Mills dan Fitur Linguistik Iklan Grey (2008) yang dipelopori oleh Grey sebagai rujukan. Kajian ini mendapati bahawa terdapat lima ciri bahasa wanita ditemui dalam iklan digital dengan ciri klausa tidak dinyatakan secara langsung menjadi ciri yang paling banyak ditemui. Bagi fitur leksikal linguistik pula, sembilan per sepuluh fitur telah dikenal pasti dalam iklan digital dengan fitur kosa kata mudah menjadi fitur yang paling tinggi ditemui. Analisis kajian ini memberi pengetahuan kepada para akademik dan insustri dalam menganalisis dan mencipta iklan digital di samping mencipta kesedaran dan memberi pemahaman yang lebih baik mengenai bahasa pengiklan kepada pengguna terutamanya para pembeli wanita.

ACKNOWLEDGEMENT

First and foremost, I would like to thank God Almighty for giving me the strength, and opportunity to undertake this Final Year Project as well as to persevere and complete it to its satisfactory despite the COVID-19 outbreaks. Without His blessings, this achievement would not have been possible.

I would like to express my tremendous gratitude to my supervisor, Madam Radina Mohamad Deli who is extremely understanding, shown me endless support and encouragement, constructive comments, and helpful insights in my research. Throughout my journey towards completing my Final Year Project, she has been an inspiration, for guiding me and supporting me to believe in myself in accomplishing the project at my best. It was truly a blessing that I will forever being grateful.

A huge “Thank You” to my fellow course mates and friends in UNIMAS who have shown me support, motivation, and positive vibes throughout these 3 years journey of degree studies in UNIMAS. Although we are ending our degree life in an extraordinary note, I am glad we are now freely open to internet access so we can still check upon each other, despite being far from each other. Also, a particularly warm “Thank You” to my dearest group mates (group 2) for being my source of encouragement and enjoyment especially during tough periods throughout the semesters. Finally, we are almost there, guys!

Last but not least, my acknowledgement would not be complete without thanking the biggest pillars of my strength, my family. The blessings of my parents towards their last child is something I could never repay and I truly am grateful for all the sacrifices both of you had done for me, for always believe in me to pursue my dreams and passion so I could live and learn life. I would not be who I am today without them. For that, I owe my gratitude towards them, the most.

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK		ii
ABSTRACT		iv
ACKNOWLEDGEMENT		vi
LIST OF TABLES		
LIST OF FIGURES		
CHAPTER		Page
CHAPTER 1: INTRODUCTION		
1.0	Introduction	1
1.1	Research Background	1-5
1.2	Problem Statement	6-7
1.3	Aim and Objectives	7
1.4	Terms Operational Definition 1.4.1 Women Fashion Digital Advertisement 1.4.2 Instagram 1.4.3 Female Language Style 1.4.4 Linguistic Features in Advertisement	8-9
CHAPTER 2: LITERATURE REVIEW		
2.0	Introduction	10
2.1	Feminist Stylistic Theory 2.1.1 Unused Subordinate Clause 2.1.2 Some Clauses Are Incomplete 2.1.3 Sentence or Clause Is About Woman Experience	10-13

	2.1.4 Sentence or Clause Draws Attention to Language Itself	
	2.1.5 Sentence or Clause Is Indirect	
2.2	Linguistic Features of Advertisements	13-15
	2.2.1 Hyperbole	
	2.2.2 Neologism	
	2.2.3 Weasel Word	
	2.2.4 Familiar Language	
	2.2.5 Simple Vocabulary	
	2.2.6 Repetition	
	2.2.7 Euphemism	
	2.2.8 Humour	
	2.2.9 Glamorization	
	2.2.10 Potency	
2.3	Studies on Advertising Language on Advertisement	16-17
2.4	Studies on Advertising Language and Gender	17-19
2.5	Studies of Stylistic Analysis in Women-Related Advertisement	19-20
2.6	Summary	20-21
CHAPTER 3: RESEARCH METHODOLOGY		
3.0	Introduction	22
3.1	Research Design	22
3.2	Selection of Sample	23
3.3	Instrument	24
3.4	Data Collection Procedure	24
3.5	Method of Study	25-28
3.6	Limitation of Study	29

CHAPTER 4: RESULTS AND DISCUSSION		
4.0	Introduction	30
4.1	Female Language Characteristics 4.1.1 Unsused Subordinate Clause 4.1.2 Some Clauses Are Incomplete 4.1.3 Sentence or Clause Is About Woman Experience 4.1.4 Sentence or Clause Draws Attention to Language Itself 4.1.5 Sentence or Clause Is Indirect	30-40
4.2	Lexical Linguistic Features of Advertisement 4.2.1 Hyperbole 4.2.2 Neologism 4.2.3 Weasel Word 4.2.4 Familiar Language 4.2.5 Simple Vocabulary 4.2.6 Repetition 4.2.7 Euphemism 4.2.8 Humour 4.2.9 Glamorization 4.2.10 Potency	40-53
4.3	Discussion of Results	54-57
CHAPTER 5: CONCLUSION		
5.0	Introduction	58
5.1	Summary of Findings	58-59
5.2	Recommendations for Future Research	60
5.3	Conclusion	60

REFERENCES	61
APPENDICES	65

LIST OF TABLES

Table	Page
1.1 Examples of Clauses in The Advertisements	25
1.2 Female Language Code	26
1.3 Examples of Lexical Features of Advertisements Analysis	27
1.4 Lexical Features Code	28

LIST OF FIGURES

Figure	Page
1.1 The Duck Group, Lilit Woman & Poplook Official Instagram Accounts	23
1.2 Data Collection Procedure	24
1.3 Percentage of Overall Female Language Characteristics	31
1.4 Division of Female Language Characteristics According to Brands	32
1.5 Number of Unused Subordinate Clause in Clause	33
1.6 Number of Some Clauses Are Incomplete	34
1.7 Number of Clause About Woman Experience	35
1.8 Number of Clause Draws Attention to The Language Itself	37
1.9 Number of Clause Is Indirect	39
1.10 Percentage of Lexical Linguistic Features of Advertisement	41
1.11 Division of Lexical Linguistic Features of Advertisement According to Brands	41
1.12 Number of Hyperbole Feature	42
1.13 Number of Neologism Feature	43
1.14 Number of Weasel Word Feature	45
1.15 Number of Familiar Language Feature	46
1.16 Number of Simple Vocabulary Feature	47
1.17 Number of Repetition Feature	48
1.18 Number of Humour Feature	49
1.19 Number of Glamorization Feature	51
1.20 Number of Potency Feature	52

CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter, the research background will be discussed. The background of the research will provide the reasons on why the topic is chosen, introduction to female linguistic features and advertisement theories, the objectives, research significance and operational definition of terms used in this research.

1.1 Research Background

Language plays a significant part in social life. It acts as a medium of communication for every person to deliver their opinions, thoughts, and ideas. Language can be delivered through talking, writing, reading, and listening (O'Grady, Archibald, Aronoff, & Miller, 2010). An effective communication occurred when both parties achieve a mutual understanding. However, misunderstanding and misinterpretation may happen as every individual have their own variation of languages and styles. Thus, language style is a fundamental element in society as it can be used to manipulate and control others which also can be used as a tool to persuade and influence people to do something.

In linguistics, the term 'style' is used to describe the choices which language makes available to a user, above and beyond the choices necessary for the simple expression of a meaning (Fabb, 2015). Furthermore, language style choices do affect the listener or reader which can be understood as, the understanding of communication do go beyond the linguistic meaning, communicating attitude (the persuasive style effects) and expressing emotion at the same time. Besides, as stated by Chaika (1982), language style refers to selection forms to convey social or artistic effects.

Style utilizes all resources of language which includes the voice tone, different way of pronouncing sounds and choice of words and grammar. On the other hand, style tells people on how to receive and interpret a message whether it is a serious, humorous, irony or in other kind of ways. Brown and Fraser (1979), state that people use various style in the way of their talking according to situation and context they are in. This may due to human nature, that crave for solidarity and approval when dealing with others. Moreover, Thomas and Wareing (2004) said, language style in communication are available in many ways. People do not always talk in exact same manner all the time as people possess themselves in relation to the other during interaction.

The pattern of various choices of language styles can also be seen in advertisements. With immense development in industrialization and globalization, endless products are produced day by day to cater the daily needs. As results, advertisement plays an important role in marketing products for selling. Stokes (2011) state that advertisement is a picture, set of words that is used to advertise a product or service. Meanwhile according to Wittaningsih (2016), advertisements also has certain features that differentiate it from the other text form. As advertisements typically consist of language either spoken or written, therefore language is a compulsory component in advertisements. It is called as an art of language by using numerous kinds of language style.

The main aim of advertisements itself is to persuade as stated by Lie (2009), advertisements have achieved amazing effects on persuading consumers to buy either the products or services. The different styles of language in advertisements function as an object to rise interest, stimulate desire and get people to action. Furthermore, according to Lee, Lee and Usunier (2005), language has the ultimate power in influencing people and their behaviour, and this is vital in marketing and advertising field. Moreover, advertisement is a medium for brands and companies to communicate unconsciously and get connected with their customers.

Every company do need a medium to promote themselves and gain attention from the society. Diverse ways are invented to create an impactful advertisement. Elements that make an advertisement to be interesting and eye-catching are the choices of colour, picture, model, format and most importantly the language (Wittaningsih, 2016). Generally, advertisement can either be in written or spoken form. Written advertisements are available in form of brochures, pamphlets, or billboard while for spoken advertisements are in form of commercial breaks on such as television and radio. However, nowadays, with the evolvement of technology and easy access to online platforms, digital advertisements have taken over the classic way of advertising. As far concern, rapid emerging digital economy challenging the relevance of existing marketing practices (Goddard, 2011).

As language is the vital component in producing an advertisement, certain characteristics of language in advertisements can help to distinguish it from any other types of text (Grey, 2008). According to Grey (2008), the linguistic features are divided into two, lexical and syntactic features with ten types for each feature, respectively. Lexical features consist of hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, glamorization, humour, and potency. Syntactic features consist of short sentence, long-noun phrase, ambiguity, use of imperative, simple, and colloquial language, present tense, syntactic parallelism, association, incomplete sentence, and ellipsis.

With the presence of linguistic features of advertisements, fairly advertisement indirectly involving readers point of view as linguistic features of advertisements have the persuasive features (Verdonk, 2002). The uses of pronoun like you and we are one of the examples for familiar language feature. Pronouns make readers feel connected as if the readers are feeling included with the creation of the advertisement. So, as result, a friendly-approached environment is created through the text.

One of the biggest industries in the world is women fashion. According to analysis conducted by Market Research.com, in 2014, The Woman's Apparel Global Industry has cover over \$621 Billion with an increase of 12% as for last five years period. For advertisement to be effective, it must be delivered to the correct target group of consumers. As women fashion industry mainly targeted women as consumers, so it will be easier for the company to use woman language style as a strategy to persuade the consumers. As stated by Mills (1995) in her book, there are six characteristics for female language style. The characteristics are subordinate clause is not used, some clauses are incomplete, no dominant 'voice', the sentence is about woman experience, the language draw attention to the language itself and quite difficult to read.

The female language characteristics used in women fashion advertisements function as a tool for persuasion. Therefore, for an advertisement to be complete, the linguistic features of advertisement complement the objective of women fashion advertisement well. By using a suitable language choice that attracts women's attention, for sure it will make the advertisement more eye-catching and dig the interest among women consumers.

According to Pristian (2016), fashion allows people to express themselves through the clothes they wear regardless gender, However, as synonym women with beauty, fashion-oriented business are also focusing more on women fashion. In Malaysia context, as a majority Muslim country, it opens chances for Muslim women fashion business to bloom as the demand is high. Due to big opportunity ahead, many business's entrepreneurs who are interested in women fashion industry established their brands especially in major cities full of fashion lovers like Malaysia, Indonesia, United Kingdom and United States and this is supported by Pristian (2016) in her study tittle the portrayal of online Muslim fashion shops in 4 countries including Malaysia, Indonesia United Kingdom and United States by using corpus linguistics and multimodality approaches.

In Malaysia, The Duck Group, Lilit Woman and Poplook are three women fashion brands that are widely well-known. They are founded by Malaysians and based on Ab Llah, Rahim and Hussin (2018), fashion industry in Malaysia has no exception towards the uptake of e-commerce and the impact of e-commerce on society over the last few years. So, as a well-established fashion brands in Malaysia, they are focusing their marketing scope through social media mainly Instagram which at the same time acts as brand awareness weapon for the brands to be known by society worldwide. According to Mohamad and Hassim (2019), the founder of The Duck Group, Vivvy Yusof, uses her social media such as Instagram and her blog page to promote the label. Thus, a lifestyle connected to the brands is portrayed by her and gained popularity for the label under her e-commerce fashion company.

Instagram is a social media platform that allows people to share photo and video publicly. The Duck Group, an expert in scarves always create a phenomenon every time their new collection is out. While for Lilit, there starts off their brand by selling scarves, but they are expanding their business towards women clothing. As for Poplook, they focus on women clothing for almost every occasion from comfort wear to formal wear. All the brands will be having few campaigns in between weeks, that is relatable to women life for example women empowerment to boost up their sales and engagement with the customers. Therefore, it is assumed that The Duck Group, Lilit Woman and Poplook uses female language in their advertisements. The appeals of gender in advertisements have been widely accepted and agreed upon many researchers (Britton, 2012; Dhanyashree, 2015; Merskin, 2007; Nagi, 2014; Rai, 2013).

This study therefore, will focus on the captions used by The Duck Group, Lilit Woman and Poplook in their Instagram advertising posts to study the female language characteristics and linguistic features of advertisement used in the posts aimed at targeting the usage of female language characteristics and matching then with linguistic features of advertisement.

1.2 Problem Statement

With the advent of internet technology, digital advertisements have become one of the ways for companies to market and showcase their products. As mentioned by Walsh and Mitchell (2010), social media provide a new landscape for brand marketing communication, where consumers take more active role as marketers and brands are social currency. With the bloom of social media, digital advertisements should be analyzed particularly from the language perspective.

While previous studies have investigated the female language characteristics of traditional print media etc., a very limited number of studies have focused on digital media. Furthermore, so far, there has been very few studies looking into the language of captions in Instagram especially for women fashion advertisements. Based on research background stated previously, the problems formulated are as following.

1.2.1 What female language characteristics, written by Mills (1995) are used in Malaysian woman fashion digital advertisements in English on Instagram?

1.2.2 What linguistic features in advertisements, written by Grey (2008) are used in Malaysian woman fashion digital advertisements in English that have female language characteristics?

Since this study is keen to observe the female language characteristics in advertisements and linguistic features in advertisements, this study expects to have the following benefits.

1. Language Field

The study conducted would provide a significant contribution and kickstart for future researcher to get into analyzing digital advertisements solely from language perspective on social media (e.g. Instagram and Facebook).

2. Industry Marketers and Graphic Designers

Marketing and graphic design practices will be able to produce a better advertisement by using impactful word choices in order to get maximum results and attention for the advertisements. The fact, competition is blooming within the industry, hopefully this will inspire them to create a quality advertisement.

3. Consumers and Customers

This research can create more awareness towards the use of language, the cause and effect of certain words. In addition, consumers and customers can broaden their knowledge in language usage while being a smart consumer in judging the product or service before spending money on it.

1.3 Aim and Objectives

This study aims to identify the linguistic features used in Malaysian women fashion digital advertisements in English on Instagram. Another factor for doing research in this topic is to fill in the research gap from previous research on language styles in advertisement.

The objectives of the study are

- 1.3.1** To investigate female language characteristics in Malaysian women fashion digital in English advertisements on Instagram.
- 1.3.2** To identify linguistic features of advertisements in Malaysian women fashion digital in English advertisements on Instagram.

1.4 Terms Operational Definition

This section will further clarify terms used throughout the study.

1.4.1 Malaysian Women Fashion Digital Advertisement

Vieria (2009) defined fashion as a conceptualized of an object and a behavioural process. Based on Hansen and Jensen (2009), women are more involved in fashion clothing compared to men. Prisitian (2016) said Malaysia is one of the countries that is blooming with the birth of fashion brands especially for women. Due to that, women's interest in apparel is attributed to feminine symbolism of fashion clothing (O' Cass, 2004). There is a study conducted by Lindner (2004), saying that portrayal of women in advertisements have create interests in general. So, there is relation of women involvement especially in women fashion advertisement.

According to Goddard (2001), advertisements is taken from Latin word 'advertere' which means 'to turn towards'. In Malaysia context, studies on e-commerce has been plenty looking into business and social perception aspects rather than advertising language (e.g., Ab Llah, Rahim, & Hussin, 2018; Haque, Mahmud, Tarofder, & Ismail, 2007; Peng, 2016; Wei, Jerome, & Shan, 2010). Therefore, it is relevant to investigate language aspects and appeal as these relate to success in business. Advertisement can be in many forms including television commercial, advertisements in newspaper and printed advertisements (Wittaningsih, 2016). Furthermore, Chi (2011), in her study define digital advertisements as an interactive marketing which is digitalized and designed for online to engage consumers and prospects.

1.4.2 Instagram

Moreno, Ton, Selkie and Evans (2016), defined Instagram as a photograph sharing site wherein information is shared by uploading a photograph labelled with caption and with one or more hashtags. Social media provide a new landscape for brand marketing communication,

where consumers take more active role as marketers and brands are social currency (Walsh & Mitchell, 2010).

1.4.3 Female Language Style

Women or female language style exists due to “Man texts for and about women set up a problem which women readers should recognize...” (Mills, 1995). In another word, women used certain styles of language according to her surrounding and shared the same basic ideology with other women all around the world.

There are five female language characteristics which are unused subordinate clause in sentence or clause, some clauses are incomplete, sentence or clause is about woman experience, sentence or clause draws attention to the language itself and sentence or clause is indirect. Adopted the study from Wittaningsih (2016), these characteristics will be used as indicator to determine clause that used female language style.

1.4.4 Linguistic Features in Advertisement

The aim of advertisement is to persuade people to get interested with the products or services provided and linguistic features in advertisement are derived from the persuasion technique used in advertisement. According to Quirk (2001), persuasion is an act to make someone in doing something by asking and explaining the reasons why the action should be done repeatedly. This research will analyse the word choice to reflect the use of persuasion techniques in advertisement.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter is divided into two main parts. First part focuses on the two theoretical frameworks, Feminist Stylistic Theory and Linguistic Features of Advertisements. Second part of the chapter will provide and discuss related and relevant research to the study.

A. Theoretical Framework Description

2.1 Feminist Stylistic Theory

Linguistics stylistics according to Simpson (1992) is an attempt of adapting the study of style and language as a model for language analysis and thus increase the linguistics theory development. Feminist stylistic theory is a theoretical theory introduced by Sara Milles in her book entitled Feminist Stylistics (1995). Feminist Stylistics has been a crucial theory in analysing the relationship between gender and discourse analysis together with theory initiated by Robin Lakoff, Deborah Tannes, Jane Sunderland, etc. Feminist stylistics provides an insight into aspects of feminist writing and stylistics together and it is beneficial for new researchers with an interest in the field as the theory is strongly structured and does not prior through knowledge of the feminist issues tackled. Feminist stylistics is structured gradually. The first part is based on theoretical component called “General Theoretical Issues” and next the development of analysis part.

According to Mills (1995), The initial of the theory is inspired by David Crystal where the General Theoretical Issues is discussing about analysing types of language in specific, the “feminist models of texts”. Besides being inspired by the theory, feminist stylistics was introduced due to drawback of traditional stylistic analyses approach. Foucault (1972) in Mills

(1995) stated that “there are constraints on the way in which we use language and organise information” which means writer is not in fully controlled of the literary text. Majority, traditional text analysis approach are limited to its canonical state. The gap gives point for Mills to land her critics as stated by Showalter (1978), due to a term called phallogocentric criticism process, woman’s texts are usually excluded from canonical status. Construction of sexuality affects the role of women in text structure namely woman can be either subject or object and feminist stylistics will become the strategy in finding the role of women in the text.

Contrary to feminist stylistics theory, there are two main aspects in analysing woman-related texts. First the production of text and second the reception of text. The aspects focus the analysis to be conducted as a whole, where analysis from every perspective are equally important to get an ideal result. The former is highly related to socio-historical, gender, class, race and publishers and advertising factors while the latter is more towards intended vs. actual audience, implied vs. actual reader and socio-historical and publishing practices factors. With a larger scope and all vital elements are taken into consideration, feminist stylistics can help to explain the how’s and whys women are addressed to certain style of reading and writing and eventually produced a gender associate text which reflect woman’s language as whole.

Feminist stylistics consists of a three-level analysis of structure and there are analysis at word level, analysis at phrase/sentence level and analysis at discourse level. This research will be focusing on advertisement analysis at sentence level which is also divide into five characteristics as sub analysis such as unused subordinate clause in sentence or clause, some clauses are incomplete, sentence or clause is about woman experience, sentence or clause draws attention to language itself and sentence or clause is indirect. For example, the used of words like ‘wedding season’, ‘satisfied’ and ‘essentials’ in the advertisement are related to women experience as women can relate to the situation which drawn them to buy the respective

product. So, in this example, the characteristic of women language noted is clause is about woman experience. The characteristics will be further explained below.

2.1.1 Unused Subordinate Clause

Subordinate clause refers to dependent clause that act as extra information to the main clause (Siegel, 2005). There are three types of subordinate clause which are noun clause, adjective clause, and adverb clause. Noun clause as subordinate clause will act as the subject of the sentence. For example, the sentence what you do hurts me badly. The clause 'what you do' is one unit that is in subject position. Adjective clause work as an adjective in a sentence and modifies the noun. For example, the cat, which grandpa bought, has died. The adjective, 'grandpa bought' explains the noun cat. Next, the adverb clause which act as an adverb in the sentence that modify verb, adjective or another adverb. For example, do, before he mad. The clause 'before he mad' explains the verb do so in this case it modifies the verb. By the examples given, Mills (1995) said women language do not use subordinate clause as no additional information is frequently added.

2.1.2 Some Clauses Are Incomplete

Siegel (2005) stated, for a clause to be complete, the subject and verb must be presence. According to examples in Mills (1995), women tend to say or write a sentence that has neither subject nor object. So, it is considered as incomplete clause.

2.1.3 Sentence or Clause Is About Woman Experience

Mills (1995) gave an example of written women experience regarding giving birth. Writing regarding something that women associates with according to the surrounding is what best describe this characteristic about women experience.

2.1.4 Sentence or Clause Draws Attention to Language Itself

The use of bombastic words in delivering message, make Mills to add this characteristic as one of the women language characteristics. There is word like ‘intoxication’ as stated by Mills (1995) in her book *Feminist Stylistics*.

2.1.5 Sentence or Clause Is Indirect

To show politeness, women usually use indirect sentence when asking for something. As stated by Yule (1996), women tend to use indirect language as a sense of being polite. The indirect language sometimes leads to misunderstanding and quite hard to read.

These five characteristics of women language style is just a guideline. Although it is associated to women, men can also adapt the characteristics.

2.2 Linguistic Features of Advertisements

This research will examine the language use in advertisement. The linguistic feature in advertisement is highly related to the concept of stylistics. There are four linguistic features categories mentioned by Vaicenoine (2006) and the features are rhetorical devices, syntactic features, advertising registers and lexicon-grammatical devices. To support the knowledge, Grey (2008) introduce a language style of advertisement theory which divided into two parts, syntactic features and lexical features.

Adapting Grey’s theory, this study will be focusing on lexical features which is the form of words used in advertisements. Lexical features are mainly used in advertisements because it is unique. As result, it can attract people to interact with the advertisement (Melynda, 2017). Based on Grey (2008), lexical refers to study of words with meaning and grammatical function. The lexical features are as follow.

2.2.1 Hyperbole

Hyperbole is a figurative language used to describe exaggeration and with purpose to have effect on people that read the advertisement. Based on Grey (2008), hyperbole is usually presented by adjectives and adverbs. For example, 'new', 'style', 'edgy', 'chic' and 'classy'. Those words are usually used to describe the looks of a fashionable woman.

2.2.2 Neologism

According to Grey (2008), neologism is produced when several words are combined and become entirely a new word for instance the word 'Friyay' which stands for the combination of 'Friday' and 'yay'. The other meaning that is conveyed through the term is weekend are approaching, so people should be happy.

2.2.3 Weasel Word

Quirk (2001) state that weasel word is used as it is more indirect or less clear. Thus, making use of the weasel word, advertisers can rise people's curiosity towards the products. For example, the sentence "If you're wondering which of the four variants is for you, head over to @duckcosmetics...".

2.2.4 Familiar Language

Grey (2008) stated that, familiar language is the use of second person pronoun to make the consumers feel included with the advertisement and at the same time giving a friendly vibe to the advertisement. A simple example would be the use of 'you' in advertisements.

2.2.5 Simple Vocabulary

The language in advertisement should be clear and easy captured by consumers at the first sight. Grey (2008) said, simple vocabulary enables people to recall back words related to the advertisement and create an unconscious memory instantly.

2.2.6 Repetition

Repetition consists of three types namely rhythm, rhyme and alliteration. Rhythm is pattern produced by repeating stressed and unstressed syllables. Rhyme is a pattern where the initial word identity is repeated till the end while alliteration is just a repetition of initial consonant sound of word. Grey (2008) states, slogan or brand's name would be more interesting if repetition is used.

2.2.7 Euphemism

Grey (2008) states euphemism as figurative language that carries connotative meaning. Euphemism is used to replace unsuitable and bad words such as taboo so it will not create uncomfortable environment to the consumers.

2.2.8 Humour

Humour is an easy way of attracting people to get indulge with the advertisement since everyone prefer funny things over something serious. So, by using this feature, the advertisements can get instant attention.

2.2.9 Glamorization

Glamorization is usually used to emphasize the products. It is a combination of common word with uncommon words used in daily speaking. It may be used as a feature that will differentiate a product from its competitor.

2.2.10 Potency

Potency is the use of common words but may have interpretation of different meanings. It will increase the curiosity in consumers to search for information. Grey (2008) stated that potency words will give new value and sense of immediacy to the advertisement.

B. Previous Research

This part of the chapter will review some past studies related to language of advertisement and gender. These studies will act as support and reference throughout this study.

2.3 Studies on Advertising Language on Advertisement

Main objective for an advertisement is to grab people's attention and major element in advertisement is language. In this matter, advertisers play an important role in determining the word choices that will have an impact on consumers. There is a recent case study on the success of e-commerce in Malaysia fashion industry, Fashion Valet. According to Ab Llah, Rahim and Hussin (2018), "For e-commerce to be successful, there need to be an effective website that form as the interface between the company and the customers where interactions take place." (p. 281). The content design is one of the effective website characteristics. Ab Llah et al. (2018) further explained the minimal used of words is significance. So, the relevance of language on advertisement is clearly noticeable here.

According to Nnamdi-Eruchalu (2015), in order to reach the purpose of communicating through advertisements, advertising copywriters need to skilfully manipulate the language. In Nnamdi-Eruchalu (2015) study tittle an analysis of the linguistic features of billboard advertising in Nigeria, he used method of stylistic study in analysing the billboard advertisement. The aim of the study is to investigate the linguistic features of language of billboard advertising in Nigeria. The billboard advertising message were collected from main cities in South East Geopolitical Zone and majority of the advertisements are in English. The study found out a pattern in word formation on billboard advertisement where the uses of short and jerky sentences is fully utilised as time span on the advertisement is short and minimum space is available. Syntactic structures where unique word choice is used by advertisers to catch

audience's attention. However, the language may lead to confusion as there is no proper grammar used.

In addition, there is a study conducted by Wijayanti (2015) on the use of figurative language in Oriflame advertisements. Figurative language is mostly used by writer in such different way (Rohani, Arsyad & Diani, 2018), so it has different effect on readers. It can be found in written or spoken expressions. Based on 40 advertisements collected from Oriflame catalogues, the brands employed almost all figurative languages in their advertisements. The data classification is divided into figures of speech which consists of alliteration, assonance, consonance and onomatopoeia and figures of thought that consists of metaphor, metonymy, synecdoche, simile and personification) & power relation (legitimate, reward, referent, expert and coercive. However, there is none solid theory used in this study as it depends on knowledge regarding figurative language as guideline throughout the study.

Next, Pristian (2016) studied on the portrayal of online Muslim fashion shops in Indonesia, Malaysia, UK, and US by using multimodality approaches. Hijab's shops are used as focus in this research. In one part of her research, she studied the portrayal by looking at banner and shop's description taken from fashion shops website. The main theory used in analysing the advertisements is the advertisement language theory proposed by Goddard (1998). Concordance is used to find the frequency of content words, noun, and verb. The variation set of lexemes are found used based on the shop's origin country.

2.4 Studies on Advertising Language and Gender

The concept of connecting gender and language has given way for language studies related to gender. There is a current study on gender stereotypes in advertising. According to Grau and Zotos (2016), "the rise of feminism in the 1960s challenged equal opportunities for men and women and initiated a gradual change in occupational opportunities and domestic

structures, especially for women” (p. 762). Following the historical development of gender stereotypes in advertising, the research found that there is a changing role structure in family and labour force. Fowler and Thomas (2015) in their *Journal of Marketing and Communications* stated that some aspects of male depictions are open to changing of roles in society. Theory traditional and contemporary gender roles was used as basis of the study. The content analysis of depictions on television commercial was conducted for males between 2003 and 2008. In 2003, 907 prime time commercials were having male as lead character while in 2008, only 961 prime time in four networks given to male as lead character.

Azmi, Rashid, Mohamad, Abd Rahman, and Ahmad (2017), studied on student athletes, perception of female models in sports advertisements. Twenty advertisements from well-known brands were used as subject in the research. Azmi et al. (2017) said, the interest of the research began with the believes on gender stereotype in advertisements. Reflect to previous sports advertisements, male was usually portrayed as the model. Therefore, with new trend of involving female in sports advertisements is a bit odd. As stated by Skorek and Schreier (2009), different types of gender outlined different roles considering working, non-working, functional and dominance. So, a standardized portrayal of gender is usually used in specific type of advertisements. From language perspective, the slogans were analysed. Based on observation, some slogans were misleading and since female is the focus, there were manipulation of sexual appeal from the pose, attire and body posture. Apart from that, some audience may feel uncomfortable with revealing sports attire especially when it was intended for Malaysian context.

On the other hand, a study conducted by Zayer and Coleman (2015) on professional’s perceptions regarding women’s vulnerability and men’s immunity to the negative consequences to advertising. Based on the study, four themes were derived, and it was created

based on institutional theory. The study was using interviews of advertising professionals as methodology.

2.5 Studies of Stylistic Analysis in Women-Related Advertisement

Feminist stylistic has become one of the main theories used for women language analysis in text. Since, language is an important element in advertising, the effect of it must be filled with entertaining the readers, has memorability effect, ambivalence, touchstone, and identity construction. Thus, the theory is implied in analysing advertisement.

Radzi and Musa (2017) investigated the representation of female in cosmetic names by using feminist stylistics as their framework. Since there are vast amount of data collected, this study has an approximately perfect result. The analysis is conducted in three stages; starts off with identification analysed data at word and clausal level. Next is the description by analysing data with stylistic features and lastly an evaluation for overall results of gender representation. The results found out that sexual connotations like ‘foreplay’ and ‘naked lunch’ and sexism features such as ‘hot mama’ and ‘goddess glow’ are used the most. However, some negative words do not bring any bad connotation. It is used as a form of exaggeration by being difference from norm. To conclude, Radzi and Musa (2017) said that gender differences are widely used in defining sexes on cosmetic names. Thus, it expands the gender gap and proved that our culture is still governed by patriarchal system.

Next, Yasmeen (2017) conducted a study on women-oriented advertisements which aim to investigate the linguistic elements and role of women in women-oriented advertisements. The study was conducted in India and Yasmeen utilized 2 types of research design: qualitative and quantitative method. As for linguistic analysis, the data is taken from secondary sources mainly newspaper and magazines in India and linguistic tools is used like phonology, syntax and pragmatics. Next, for the statistical analysis, she gave out questionnaire

to people prior to find significant differences in actual perceptions of respondents on the role of women in women-oriented advertisements. Factors such as age, gender and education are tested using t-test. Yasmeen (2017), found that women-oriented advertisement is full of adjectives employed extensive figures of speech in order to grab instant attention of consumers.

In addition, other studies have been conducted by Melynda (2017) in analysing the language style used in Maybelline New York's written advertisements. The study proposed two research questions namely which linguistic features are used in Maybelline New York's advertisements and what persuasion technique are used in Maybelline New York's advertisements. The theory used is Grey's theory (2008), the language style of advertisements to answer the first research question and Kleppner (1986) theory to investigate the persuasion technique. They discovered that simple vocabulary is widely used in terms of lexical features and for syntactic features, incomplete sentence has the highest percentage.

Wittaningsih (2016) also studied on woman language style for persuasion in Revlon's oriented advertisements. There were 12 printed advertisements selected and clauses with product-related element and persuasion-related element were used for analysis. Wittaningsih (2016) used Female stylistics theory by Mills (1995) to figure out the women language characteristics. On the other hand, Grey's advertisements (2008) was used to identify the linguistic features of advertisements. Besides, a coding was created for each characteristics and features stated in both theories.

2.6 Summary

The previous studies have shown a knowledge gap in studying feminist stylistics in advertisements. The common characteristics of previous studies are the analysis of language is mainly used physical advertisements as sample which is also known as traditional way of advertising. Language analysis on digital advertisements do exist in certain advertisements

research, but only highlighted on physical advertisement and digital advertisement offline (e.g., Melynda, 2017; Radzi, & Musa, 2017; Wittaningsih, 2016; Yasmeeen, 2017). However, in the modern era, there is new platform for advertising which is the online platform by using social media as medium. Therefore, this current study is significant to be carried out because there is lack of advertisement language study done on online platform.

So far, studies on Malaysian advertisements have mainly focused on the business and social's perspective aspects (e.g., Ab Llah, Rahim, & Hussin, 2018; Haque, Mahmud, Tarofder, & Ismail, 2007; Peng, 2016; Wei, Jerome, & Shan, 2010). From the past research, most of the advertisement language analysis originated from foreign country such as Indonesia. As fashion industry blooms, the strategy for creating and publishing an effective advertisement needs compulsory improvement. These will help business owners and advertisers in keeping up with the best marketing strategy for their company. Plus, this study can add up to language-based research especially for advertisement language that used Malaysian birth brands as subject of study.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the method and analysis of the study. The use of methodology aims to fulfil the objectives and answer the formulated research questions. The chapter will later explain in detail on how the study is being conducted including the research design, selection of sample, instrument, data collection procedure and method of study.

3.1 Research Design

This study focuses on the application of feminist stylistics in women fashion digital advertisements. Two objectives are set as the guideline for this study. First, to investigate the female language characteristics and identify the linguistic features of advertisements especially in The Duck Group, Lilit Woman and Poplook Instagram posts.

This study employs a qualitative approach as according to Ary and Razavieh (2002), qualitative research focuses on understanding the social phenomena from the perspective of human participants in the study. Qualitative research is also designed to help researchers understand people and the social contexts within which they live in (Myers, 2019).

As this research focused on natural word choice use in women fashion advertisements, the qualitative approach suits well to analyses the feminist stylistics and persuasion technique elements in The Duck Group, Lilit Woman and Poplook official Instagram posts.

3.2 Selection of Sample

The data collected for this study is based on digital advertisements collected through Instagram. Three women fashion related Instagram accounts are chosen which are The Duck Group (@theduckgroup), Lilit Woman (@lilit_woman) and Poplook (@poplook). The Duck Group, Lilit Woman and Poplook are chosen as these Instagram accounts fit in with the characteristic needed for this study which are woman fashion related brands using English as advertising language and Malaysian-founded company.

Digital advertisements conducted through Instagram is not portrayed as the usual advertisements. Instagram is a platform for photo sharing. The post itself is known as brands awareness establishment which is one of the ways of advertising the products to the community. There are many posts available on The Duck Group, Lilit Woman and Poplook Instagram account. However, only 50 posts per account are selected through purposive sampling method. Those 50 posts are then used as samples of this research to be analyzed regarding language style and the persuasion technique which often appeared in many advertisements. Below are the interfaces of the official Instagram accounts.

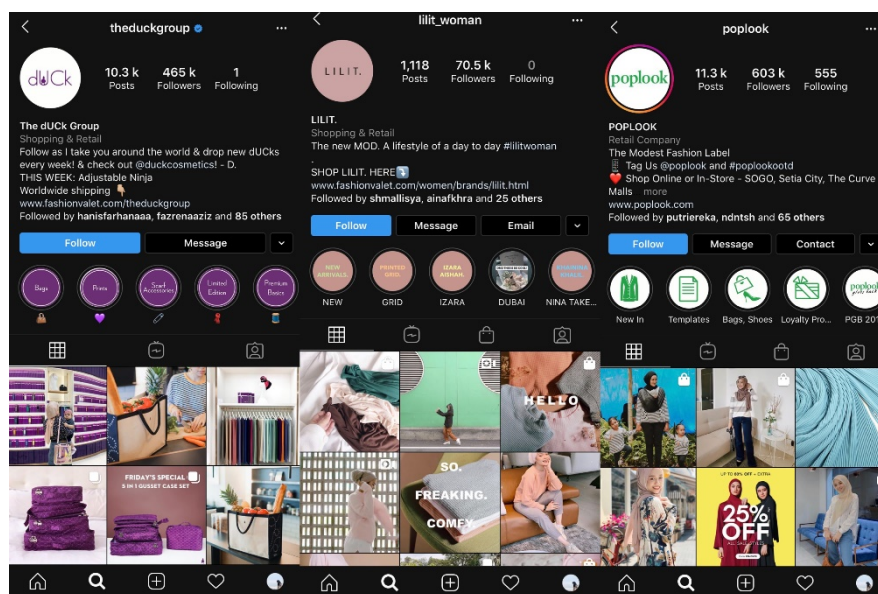


Figure 1.1 The Duck Group, Lilit Woman & Poplook Official Instagram Accounts

3.3 Instrument

Since the research is a qualitative research and stylistic analysis is being conducted, the only human instrument in this research was the researcher herself. Besides, the documents used in this study is in the form of digital advertisements of The Duck Group, Lilit Woman and Poplook.

3.4 Data Collection Procedure

There are six steps in gathering the data for this study. First, accessing Instagram that is available through mobile application. Many accounts are found in the field of woman fashion industry. The Duck Group, Lilit Woman and Poplook Instagram accounts are chosen to find the posts. Thirdly, the fifty posts are then purposely selected based on the language elements needed. The caption of the picture is the main object for the analysis. Then, the relevant posts with caption are screen captured and pasted into word document. The language elements then are extracted for further categorization. Lastly, they will be analysed and tabulated.

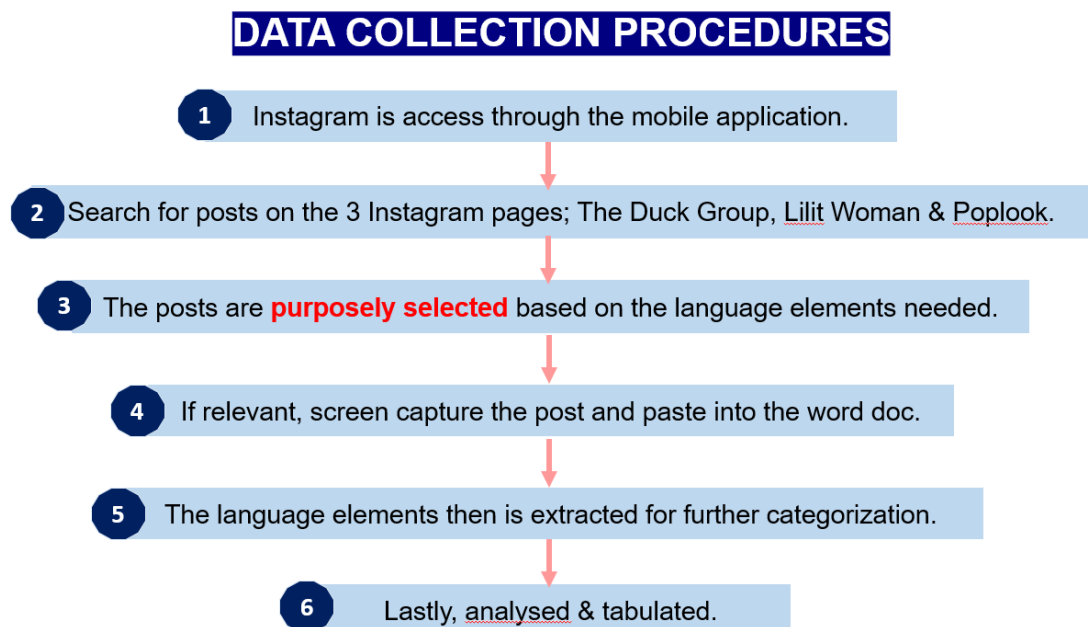


Figure 1.2 Data Collection Procedure

3.5 Method of Study

To Fulfil Objective 1

The captions are extracted and copied into Microsoft Excel. Fifty captions were collected for each Instagram pages. Then, the female language characteristics present in the clauses were identify based on feminist stylistics theory introduced by Sara Mills (1998). Once the clauses are identified, then, they were classified according to language characteristic code. The example of female language characteristics analysis is as follow.

Table 1.1 Example of Clauses in the Advertisement

Post	Clause	Female Language Characteristics				
		(A)	(B)	(C)	(D)	(E)
@theduckgroup	Pair your sunny yellows with a mellow neutral coloured dUCk! A few colours of the Monogram dUCk are still up for grabs in stores, so hurry and get some retail therapy in today. < > -D. #duckscarves	/	/	/		
@lilit_woman	Can't explain how soft buttery this Zurich Snowcap Inner is. < > Get them cause they're out today! #barulahlit		/		/	/
@poplook	Trend coords. Love this edgy look by @withhasnab. She is wearing the Habeba Jacket and	/			/	/

	the Jayeal Pants. Love the look shop it now via the link in bio! #poplook					
--	---	--	--	--	--	--

As part of data analysis, the data will be analysed using five female language characteristics that is introduced by Mills in 1998. The characteristics are unused subordinate clause in sentence or clause, some clauses are incomplete, sentence or clause is about woman experience, sentence or clause draws attention to the language itself and sentence or clause is indirect. Every female language characteristic is coded as below.

Table 1.2 Female Language Characteristics Code

Female Language Characteristics	Code
Unused subordinate clause in sentence or clause	A
Some clauses are incomplete	B
Sentence or clause is about woman experience	C
Sentence or clause draws attention to language itself	D
Sentence or clause is indirect	E

To Fulfil Objective 2

In order to achieve the second objective, the posts then are analyzed with linguistic features of advertisements. Linguistic features in advertisements theory proposed by Grey (2008) are divided into two components which are lexical features and syntactic features. However, for this study, only one part of linguistic features which is the lexical features are used for analysis. This is particularly to prove female language can be used in persuading targeted viewers. The example of linguistic features of advertisements analysis is as follow.

Table 1.3 Examples of Lexical Features of Advertisements Analysis

Post	Clause	Linguistic Features of Advertisements									
		1	2	3	4	5	6	7	8	9	10
@theduckgroup	Bring Sofia for a Sunday stroll! This one's the best arm candy for a weekend outing, keeping you stylish yet armed with space. Speaking of space, what are the top three must-have items in your bag? < > -D. #duckbag	/		/	/					/	/
@lilit_woman	Look at how she flows! The girl in the green scarf, well that could be you. #barulahLIT #ililitwoman				/	/			/		/
@poplook	That's right, ladies...it's coming! In our quest to create the perfect pleat scarf, we have engaged the same factory that makes premium scarves in the industry. We can't	/		/	/	/					/

	wait for you to try these. Just loveeee < >										
	Are you excited?										

All fifty captions are reanalysed to identify the advertisements linguistic features that are presence. There are ten lexical features proposed by Grey (2008) which are hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humour, glamorization and potency. The table below is the coding used for identifying the lexical features.

Table 1.4 Lexical Features Code

Lexical Features	Code
Hyperbole	1
Neologism	2
Weasel Word	3
Familiar Language	4
Simple Vocabulary	5
Repetition	6
Euphemism	7
Humour	8
Glamorization	9
Potency	10

As for the expected results, the analysis should prove that digital advertisement for woman-related fashion use female language style is used to persuade targeted viewers which is mostly woman as female language characteristics are found in the advertisements. Besides, sentences or clauses with linguistic features of advertisements found in the posts should have persuasive elements for it to reach the aim of consumers involvement and engagement with the brands.

3.6 Limitation of Study

There are a few limitations in this studies that can be improved for further research. The first limitation is this study only focuses on Malaysian-based advertisements. For future study to be improved, a comparison of language analysis between Malaysia and other country such as United Kingdom can be carried out.

The second limitation is the data of the study only focused on English language advertisement. Therefore, for improvement, a study on advertisements that used other language as delivery medium. Next, as for the categorization of data, there is no framework used to make sure the right categorization. So, a solid framework can be introduced in future research as reference in differentiating product-related clause and persuasion-related clause.

CHAPTER 4

RESULTS AND DISCUSSION

4.0 Introduction

This chapter will report on the analysis and explained the research design that is used for the research. It will be divided into two main parts which are the analysis of clauses in The Duck Group, Lilit Woman and Poplook digital advertisements using female language characteristics which then answers the first problem formulation. Secondly, the advertisements will further be analysed to identify the advertisements lexical linguistic features and answers the second problem formulation.

4.1 Female Language Characteristics

There are five female language characteristics proposed by Mills (1998) which are unused subordinate clause in sentence or clause, some clauses are incomplete, sentence or clause is about woman experience, sentence or clause draws attention to the language itself and lastly, sentence or clause is indirect. The female language characteristics are applied to analyse the clauses in The Duck Group, Lilit Woman and Poplook's digital advertisements. Results shows that the total characteristics found in the advertisements are 257 characteristics. Below are the percentage of overall characteristics found in The Duck Group, Lilit Woman and Poplook's digital advertisements.

The calculations are made as follow:

$$\frac{\text{Number of Characteristic A/B/C/D/E in TDG, LW \& PL}}{257 \text{ Total Characteristics}} \times 100\%$$

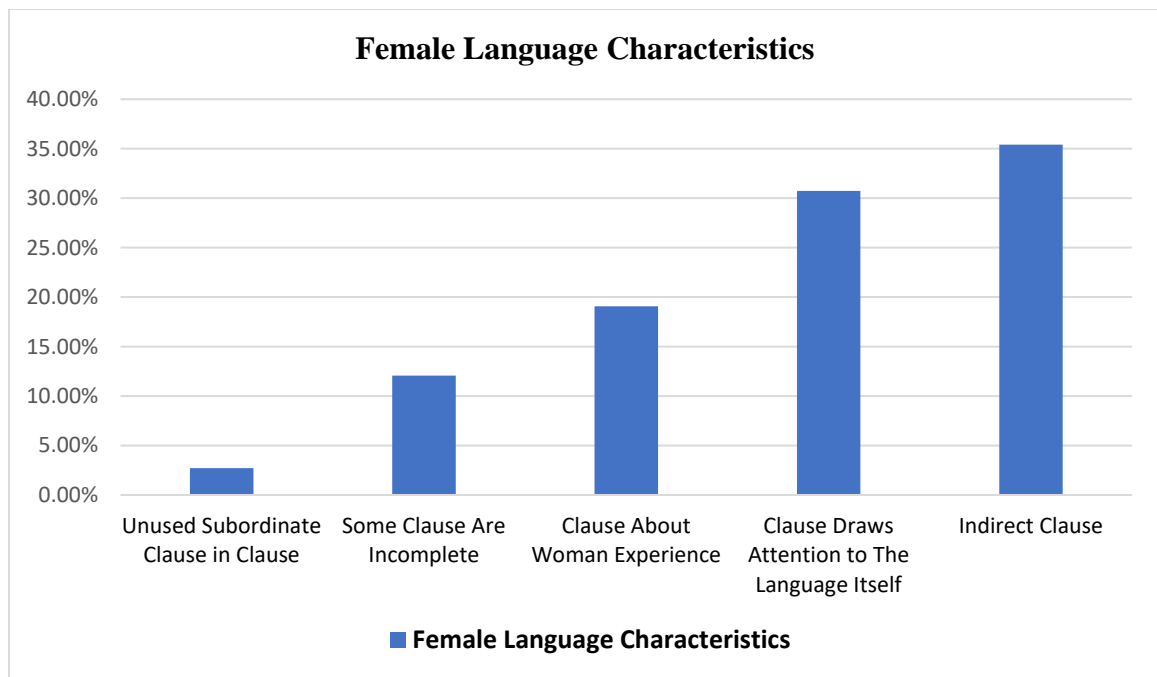


Figure 1.3 Percentage of Overall Female Language Characteristics

Unused subordinate clause in clauses characteristic have the percentage of 2.72%, some clauses are incomplete characteristic have the percentage of 12.06%, clause about woman experience characteristic have the percentage of 19.07%, clause draws attention to the language itself characteristic have the percentage of 30.74% and lastly, indirect clause characteristic have the percentage of 35.41%.

From total 150 advertisements from all three Instagram pages, 7 of them have the first female language characteristic which is unused of subordinate clause; 31 of the advertisements have the second characteristic which is some clauses are incomplete.; 49 of them have the characteristic of clause draws attention to the language itself; 79 of them contain clause about woman experience; and the most of all 91 of the advertisements have the characteristic of clause is indirect. The figure below shows the division of female language characteristic found according to brands.

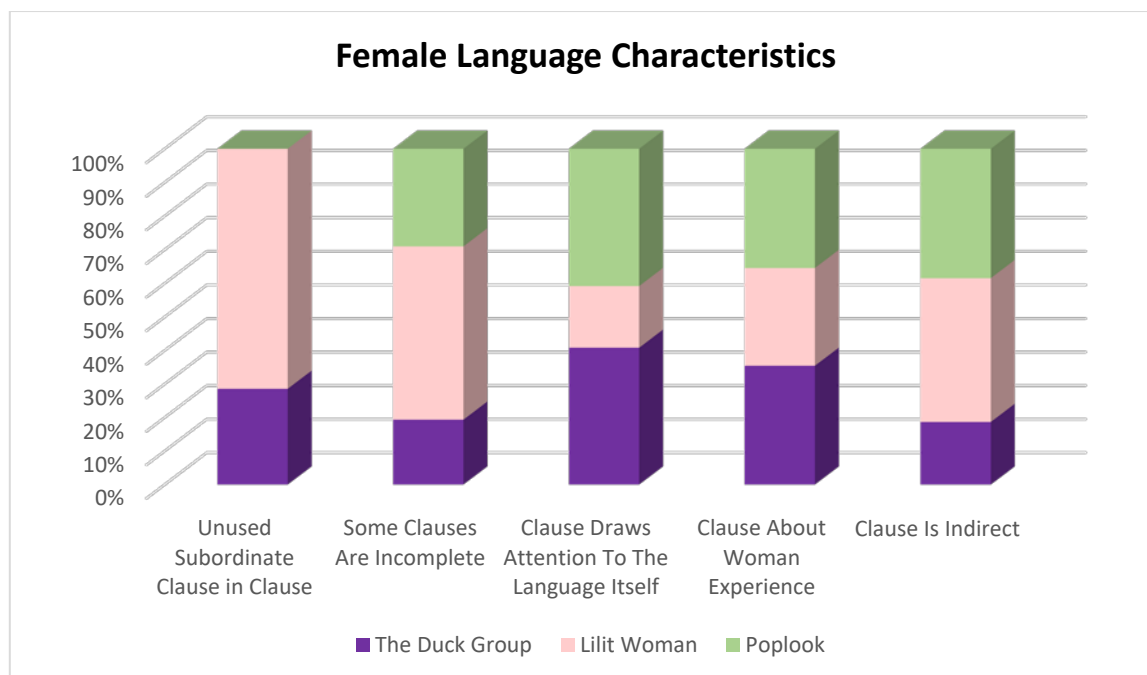


Figure 1.4 Division of Female Language Characteristics According to Brands

4.1.1 Unused Subordinate Clause in Clause

Subordinate clause is defined as an additional clause that supports the main clause to provide extra details for maximum understanding. As defined by Mills (1998), subordinate clause is always left out in female writing as the only focus is towards the main clause. Thus, making the sentence to not be precise. Total advertisements that contain this characteristic are 2 for The Duck Group, 5 for Lilit Woman and 0 for Poplook, as shown in the figure below.

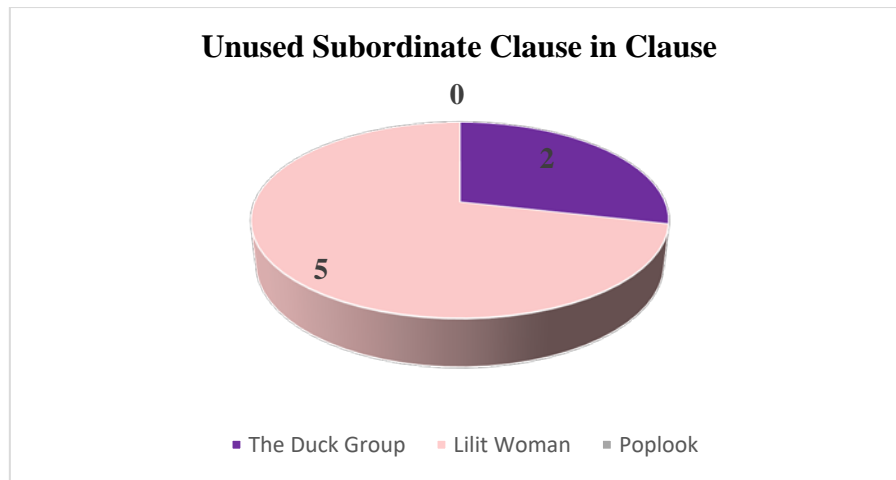


Figure 1.5 Number of Unused Subordinate Clause in Clause

However, most clauses and sentences in The Duck Group, Lilit Woman and Poplook's digital advertisement does not project this characteristic. There are only 7 captions out of 150 that consist only main clause. For example, from the The Duck Group, *"Give your outfit a pop of colour with Manggis, a perfect plum purple!"*. The clause does not have subordinate clause although additional information is needed as which part of outfit needed the pop of colour.

Another example would be *"Easy to wear, easy to style! You gotta make it work for WORK."* from Lilit Woman advertisement. This clause does not contain subordinate clause for a total understanding as there is lack of information on how work outfit should be looking like. Lastly, an example from Lilit Woman as well, which lack of subordinate clause. The further explanation is needed on the characteristic as what makes the ribbed dress to be fabulous. The clause is stated as follow, *"Feeling so fab with Ribbed Dress in maroon."*

4.1.2 Some Clauses Are Incomplete (B)

A complete simple sentence usually contains of two main components which are the subject and the verb. Female language is usually said to be in an incomplete form with either the subject or verb is missing, or both subject and verb are missing in the sentences. There is no solid evidence on why this characteristic is happening, but this is how female usually use

the languages. There are 6, 16 and 9 of some clauses are incomplete characteristic in The Duck Group, Lilit Woman and Poplook advertisements, respectively as shown in figure below.

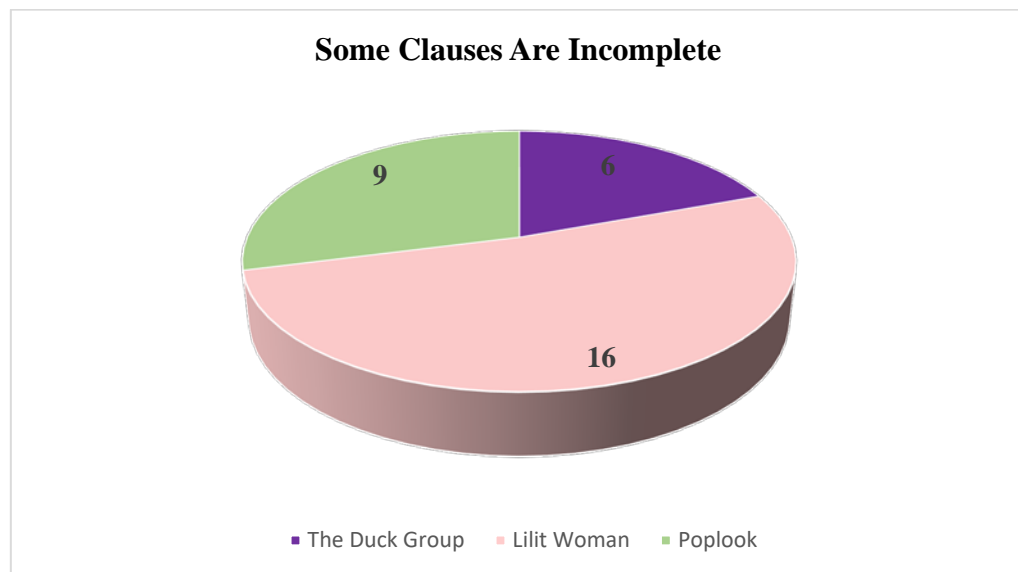


Figure 1.6 Number of Some Clauses Are Incomplete

The examples of this characteristic are “*Bring Sofia for a Sunday stroll!*” in The Duck Group advertisement, “*Imagine standing tall and confident in our Kak Lang this wedding season*” in Lilit Woman advertisement, and “*Join the print party!*” in Poplook advertisement. The clauses are incomplete because every clause is lack of subject and starts off with the verb like bring, imagine, and join.

Other examples of clauses are “*White on white?*”, “*Wondering what inner fits your face the most?*”, in Lilit Woman advertisement and “*Need some nature hues in your wardrobes?*”, “*In need of a new outfit for your vacation?*” in Poplook advertisement. These clauses are in the form of question clause and it is incomplete. A complete question clause should be in question words (what, who, when, where etc.)- to be-subject-verb with question mark or auxiliary subject verb, for yes or no question.

A few other examples that carry the same pattern are “*‘Best pleats ever!’ And that’s not even from biased old me*” and “*And here’s another reveal!*”, from The Duck Group

advertisements and “*And then there's this classic navy floral prints.*” from Poplook advertisements that are lack of subject which started with conjunction ‘and’.

There are also clauses that only consist of verb such as “*Rise and shine!*” and “*Easy to wear, easy to style!*” from Lilit Woman advertisement, or only consist of adjective such as “*Prints on prints on prints!*” from Lilit Woman advertisement and “*Soothing hues*”, “*Comfortable stylish and modest*”, “*Trend cords*” from Poplook advertisement.

4.1.3 Clause About Woman Experience (C)

Following the daily life, woman always talk about their experiences that can be shared and understand by the woman’s circle. The context sometimes is out of the world that if the people with no background regarding the topic will not execute the information well. As for the advertisements in The Duck Group, Lilit Woman and Poplook, they use this female language characteristic to get connected with their audiences on the digital platform. There number of clauses about woman experience are stated in the figure below.

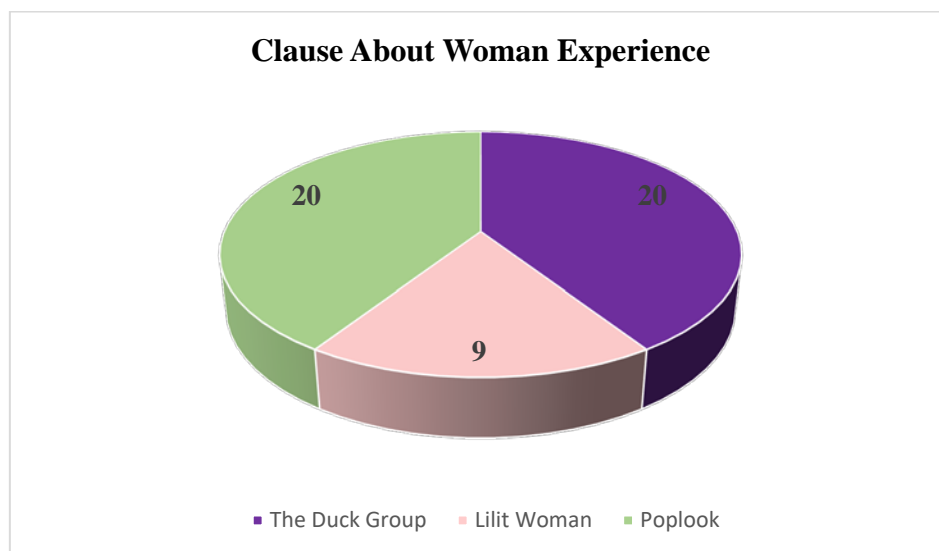


Figure 1.7 Number of Clause About Woman Experience

The example of clause in The Duck Group advertisement is “*We're inching closer to Brow Games's debut! With this, you'll get to perk your brows in less than a minute, easy*

peasy!”. The clause *you'll get to perk your brows in less than a minute, easy peasy!* is describing the everyday struggles of woman in making their brows to look presentable, thus it is understandable by the woman community.

Other example from Lilit Woman would be “*The Hot weather calls for a change of wardrobe! Our City essentials are very light weight with a maximum coverage.*” As for this example, Lilit Woman is connecting woman’s struggles in being modest while still did not prejudice the comfortability, as Malaysia is known for its hot and humid weather.

Lastly, a clause example from Poplook, “*As with all our collections, we make sure a handful of designs are breast-feeding friendly and some also minituarized for kids.*” This clause is addressing the breast-feeding mothers that is having hard time in finding presentable clothes while be able to breastfeed easily. This is another situation that is only understandable by woman and thus this advertisement speaks to mothers who are seeking for breast feeding friendly clothes.

4.1.4 Clause Draws Attention to The Language Itself (D)

The choices of words in sentences or clauses are crucial to support the information so it is well delivered. Another female language characteristic is the unique and extraordinary vocabularies are used in daily speech which then attract the attention to the vocabulary itself than the information. As stated in the figure below, there are 28 advertisements in The Duck Group, 23 advertisement in Lilit Woman and 28 advertisement in Poplook that contain this characteristic.

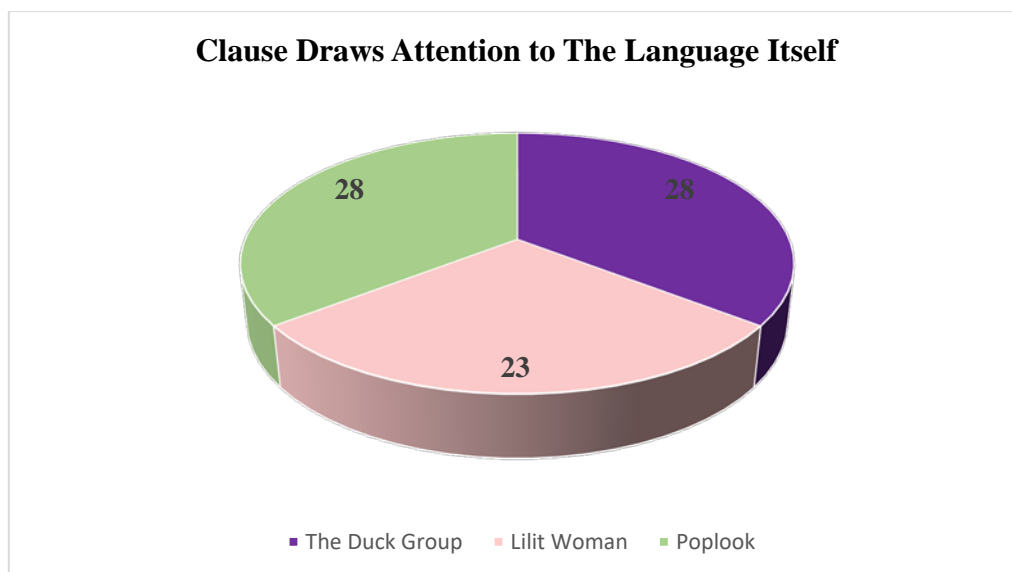


Figure 1.8 Number of Clause Draws Attention to The Language Itself

The examples of interesting vocabularies in describing colours are *espresso*, *empowermint*, and *mauve-lous* in The Duck Group advertisements; *dusty rose* and *berry* in Lilit Woman advertisements; *vibrant* colours and *military green* in Poplook advertisements. All these advertisements contain clauses that describing colours in an outrageous way. Like *espresso* in “*I’m rocking mine in Espresso*” means “dark chocolate colour”, *berry* in “*Double tap if you love this Marrakesh in Berry*” means “blueish purple colour” and *military green* in “*Lookout also for this military green piece launching this Tuesday*” means “dark green colour”.

Other examples are the fancy used of adjective like *elegant*, *gorgeous*, *sophistication* in The Duck Group advertisements; *soft buttery*, *light as feather*, *glam* in Lilit Woman advertisements; *modest*, *edgy*, and *exquisite* in Poplook advertisements. The words chosen to describe the products are used with the needs of emphasizing the benefits. A clear explanation like the word *exquisite* in “*The Yoana Blouse also launching tomorrow features this exquisite embroidered detail*” elevates the meaning of detail. According to Oxford dictionary, exquisite

means extremely beautiful and pleasing, thus the word *exquisite* draws attention to itself as it emphasizes the detailing of the workmanship.

In addition, as fashion production involved various materials of clothes, the advertisements are mostly using it to explain the type of clothes they use in producing their products. For example, in The Duck Group advertisement, *satin silk*, *faux cashmere* and *top grain leather*. In Lilit Woman advertisement, *crimp chiffon crepe* and *smooth chiffon* while in Poplook advertisement, *matte satin* and *jacquard chiffon* are used. One of the clause examples is “These gorgeous print Satin Silk scarves feature the snowflakes motif that's so synonymous with Frozen.”. The emphasizes on Satin Silk make the product to feel premium and well made.

Next, examples of extraordinary vocabularies in naming the products are *Triple Treat* Lip Gloss, *Matte Decisions* lip cream and *Brow Games* browliner, mainly found in The Duck Group advertisements. The creativity in naming the products by combining ordinary words together indeed managed to attract the attention. Like the *Brow Games* browliner is taken from ‘Bro Games’, as Brow and Bro is phonetically similar. A bit of twist to the actual words do works in producing different names.

4.1.5 Clause Is Indirect (E)

Female are known for being verbally indirect. This characteristic does reflect on how female use their language as some part of the conversation usually is not related to the main topic. Although, the female being indirect occurs frequently, it is still possible for people to understand female language.

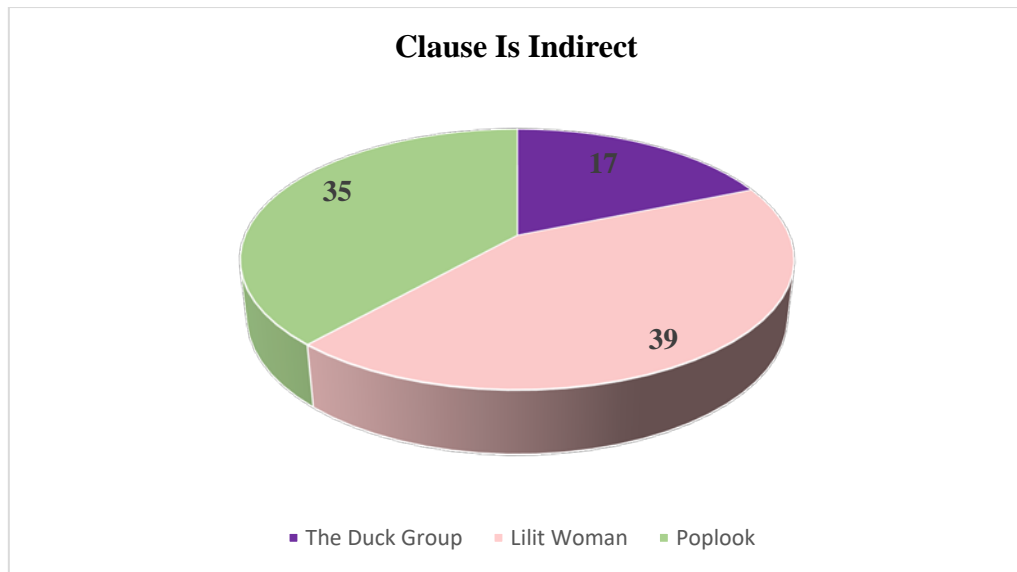


Figure 1.9 Number of Clause Is Indirect

As stated in the figure above, the advertisements created by The Duck Group, Lilit Woman and Poplook, there are 17, 39 and 35 advertisements that contain indirect clause, respectively, making this characteristic as the highest compare to the other 4 characteristics. In The Duck Group advertisement, there is *“I know you have been waiting for this!... Guess what other colours are launching?”* clause. The clause is considered indirect as the clause I know you have been waiting for this may referring to endless things. As the goals is to create a mysterious advertisement, it causes the advertisement to be indirect as well.

In Lilit Woman advertisement, a clause *“Look at how she flows! The girl in the green scarf, well that could be you.”* omitted an indirect clause. The first pronoun ‘she’ in the clause is indirect as normally she refers to a girl. However, in the sentence, she can be interpreted as the girl itself or the scarf, by giving the personification to the scarf. As confusion can occur, thus, the clause in indirect.

Another example from Poplook advertisement, *“We just can't get over the cuteness of this hot! @rafiqahramli and her daughter is looking super adorable. Both are twinning in the Chinami Blouse. Pick them up for you and your daughter today.”* The clause is indirect as first

part of clause was talking about how good both mother and daughter in their outfit from Poplook, While the second part, there is an invitation part where Poplook asked viewers to pick up the outfit which indirectly saying that everyone can look good in those outfit, so you need to buy it to get the look.

From the analysis above, it can be concluded that digital advertisements from three fashion-related Instagram pages, The Duck Group, Lilit Woman and Poplook, contain all five female language characteristics which are unused subordinate clause in clause, some clauses are incomplete, clause is about woman experience, clause draws attention to the language itself and clause is indirect. From all five characteristics, the most found characteristic is characteristic E, clause is indirect while the least found characteristic is characteristic A, unused subordinate clause in clause.

4.2 Lexical Linguistic Features of Advertisement

Total of 150 advertisements are then further analysed for the lexical linguistic feature that contain in the advertisement. There are 10 lexical linguistic features of advertisement stated by Grey (2008) which are hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humour, glamorization and potency. The existence of features varies in every advertisement. A total of 487 features found in the advertisements. The overall percentage of each features are shown in the figure below.

The calculations are made as follows:

$$\frac{\text{Total Number of Feature 1/2/3/4/5/6/7/8/9/10 in TDG, LW \& PL}}{487 \text{ Total of Advertisements}} \times 100\%$$

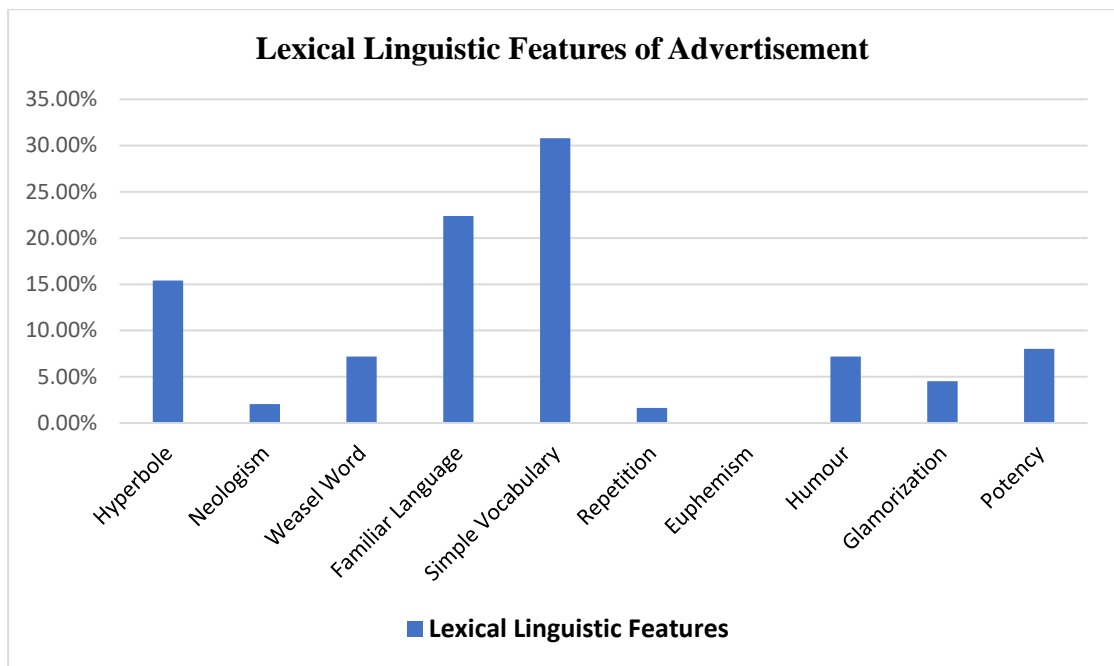


Figure 1.10 Percentage of Lexical Linguistic Features of Advertisement

Hyperbole feature have the percentage of 15.40%; neologism feature 2.05%; weasel word 7.19%; familiar language 22.38%; simple vocabulary 30.80%; repetition 1.64%; euphemism 0.00%; humour 7.19%; glamorization 4.52% and potency 8.01%.

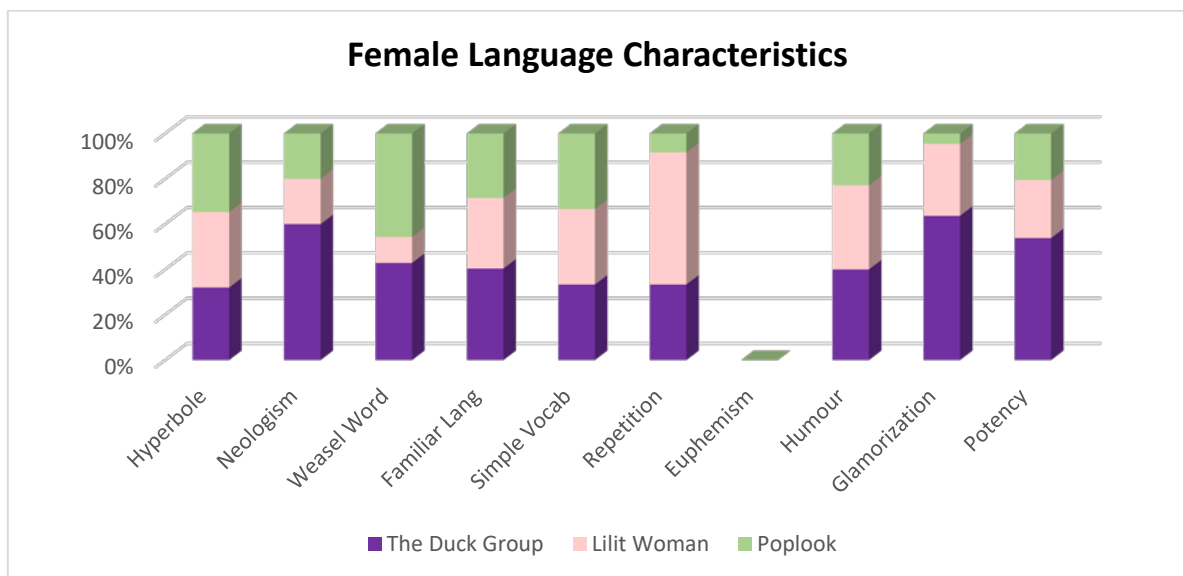


Figure 1.11 Division of Lexical Linguistic Features of Advertisements According to Brands

Referring to the figure above, dividing according to the Instagram pages, the number of hyperbole feature in The Duck Group, Lilit Woman and Poplook are 24, 25 and 26; neologism 6, 16 and 9; weasel word 15, 4 and 16; familiar language 44, 34 and 31; repetition 4, 7 and 1; humour 14, 13 and 8; glamorization 14, 7 and 1; potency 21, 10 and 8 respectively. Every advertisement consists of simple vocabulary and zero for euphemism.

4.2.1 Hyperbole

Hyperbole is defined as exaggeration of meaning of a word. Hyperbole aimed to emphasize the real meaning so it will become an attraction. Not only used in conversation, hyperbole is majorly used in advertisements to describe a product or service. The number of hyperbole feature existed in The Duck Group, Lilit Woman and Poplook advertisements are shown in the figure below.

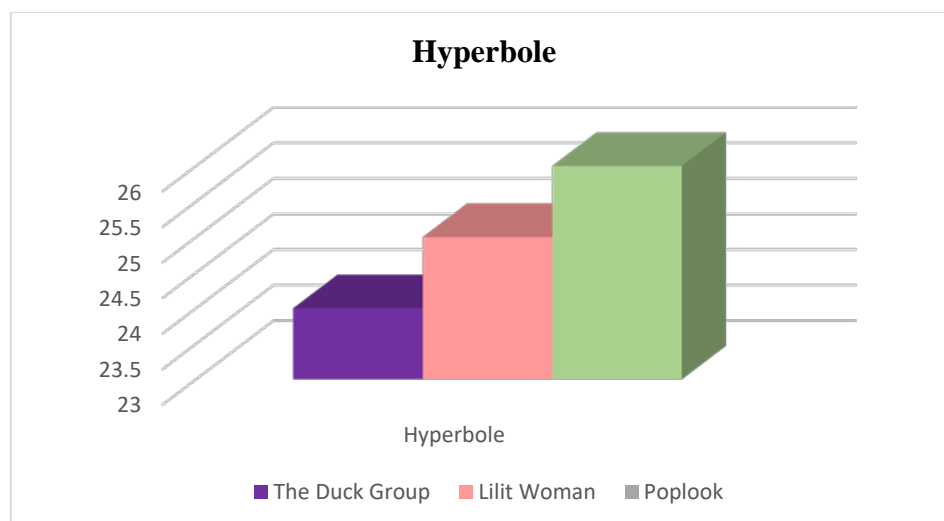


Figure 1.12 Number of Hyperbole Feature

The examples of hyperbole that can be found in The Duck Group advertisement are fastest, most effective, nourishing, sophistication and lush. While for Lilit Woman, the hyperboles are delicate, cascades perfectly, 100% and light as feather. As for Poplook, the examples are pretty decked out, slaying, versatile, wild, and lit.

Hyperbole feature can be detected easily with the presence of superlative words like *most* and *latest* or where a comparison is made. The hyperbole *most effective* is found in the clause “*And the fastest and most effective way to take my intense smokey eye and red lip off is with Come Clean Eye & Lip Make-Up Remover.*” from The Duck Group advertisement.

Besides, hyperbole feature can be detected through the meaning and there are plenty of them in these three Instagram pages. Two examples that can be extremely seen are the *100%* in clause “*you look like you put a 100% on your outfit!*” and *pretty decked out* in “*Looking so pretty decked out in #poplook is @syazwanieyazip.*” Both clauses example amplifies on how effortlessly beautiful you can be in outfits offered by the fashion labels.

4.2.2 Neologism

Neologism means a creation of new word made from few words. It is a weird combination of usually two words that may sound weird at first, but it is a brilliant strategy in catching reader’s attention. The division of neologism found in the advertisements are as follow.

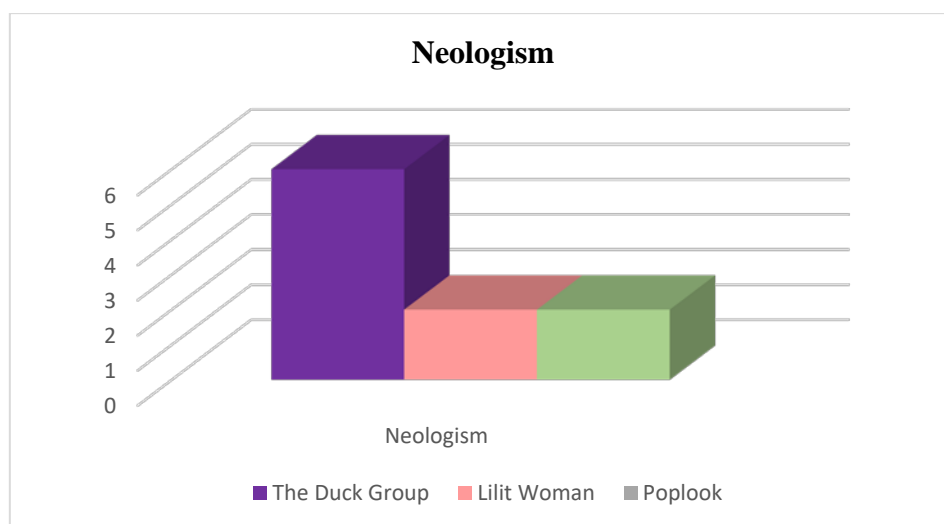


Figure 1.13 Number of Neologism Feature

In The Duck Group advertisement, neologism feature that can be found are *Friyayyy*, *rom-coms*, *mauve-lous*, *knot-ty*, *insta-worthy* and *empowermint*. Taking *Friyayyy* as example, it is a combination of *Friday* which is the fifth day of the week and *yay* which is an expression of joy. *Friyayyy* is created as Friday is the last day of the weekdays and means the weekend is approaching. Thus, explains the excitement.

As for Lilit Woman, the neologism features are *WOOman up* and *Sundaylicious*. *WOOman up* is created as Lilit Woman is having a collaboration with a famous fashion designer in Malaysia, Fizi Woo which then cooperated with Lilit Woman which is an inhouse brand created exclusively for woman. The combination of *Woo* and *Woman* ended up with the phrase *WOOman up*. The combination of *Sunday* and *delicious* on the other hand, formed the word *Sundaylicious* which as a whole means to enjoy the last day of weekend.

In addition, neologism features in Poplook are *coords* and *athleisure*. These two are the latest fashion style name. *Coords* is the combination of *co* and *ordinate* which a set outfit that comes together as a top and bottom which compliments each other while *athlesuire* is the combination of *athlete* and *leisure*, which explains an outfit that suits for sports activity and leisure.

4.2.3 Weasel Word

Weasel word is created to make the advertisements have a sense of mysterious. Weasel word will make readers to be curious and feel the need to seek for more information which then gives exposure to the details of the products. The figure below shows the number of weasel word in each of the Instagram pages.

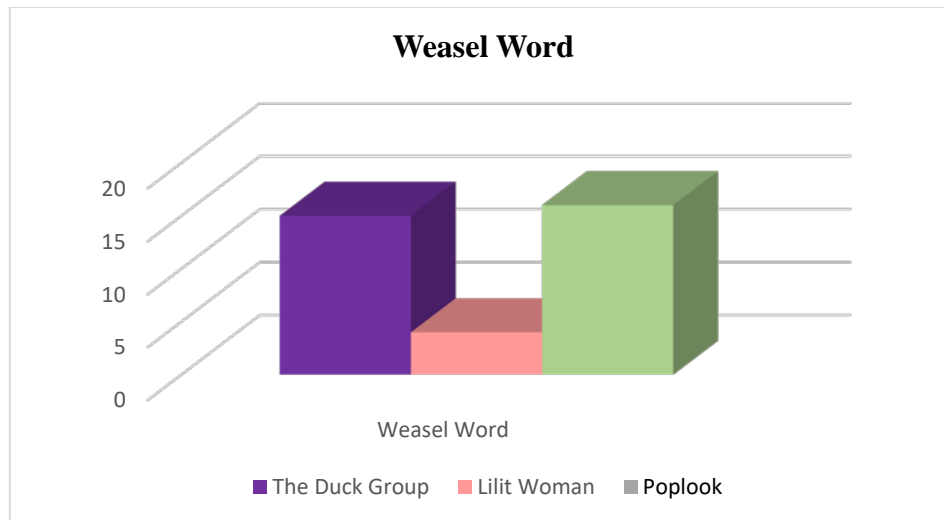


Figure 1.14 Number of Weasel Word

Examples of clause that contain weasel word in The Duck Group are *head on over to @duckcosmetics if you want to know more about it, guess what colours are launching?* and *what other colours do you think there'll be?*. The used of *head on over, guess, think* in the clauses add effects of wanting to know more about the products that they are launching to readers.

Weasel word in Lilit Woman advertisements are *wondering* in “*wondering what inner fits your face the most?*” which make readers to indulge into the different type of inner Lilit Woman offers and secondly *can't explain how...* in “*Can't explain how soft buttery this Zurich Snowcap Inner is*” which make readers to actually buying the inner instead in order to feel the softness of the inner.

Poplook advertisements also have weasel word feature which are “*Lookout for new blossoming designs this coming Tuesday.*” and “*Check out our new arrivals today, we're sure you're going to love it!*”. The usage of *lookout* and *check out* in the clauses made the advertisements more exciting as there are new products launching for the readers.

4.2.4 Familiar Language

Familiar language is another technique of advertisement language that helps to create bonding with the readers or potential customers. The usage of pronoun such as *you* and *we* make readers to feel included and the advertisements friendlier. As results, the information can be easily delivered and understand by the readers. The figure below shows the number of familiar language available on the three Instagram pages.

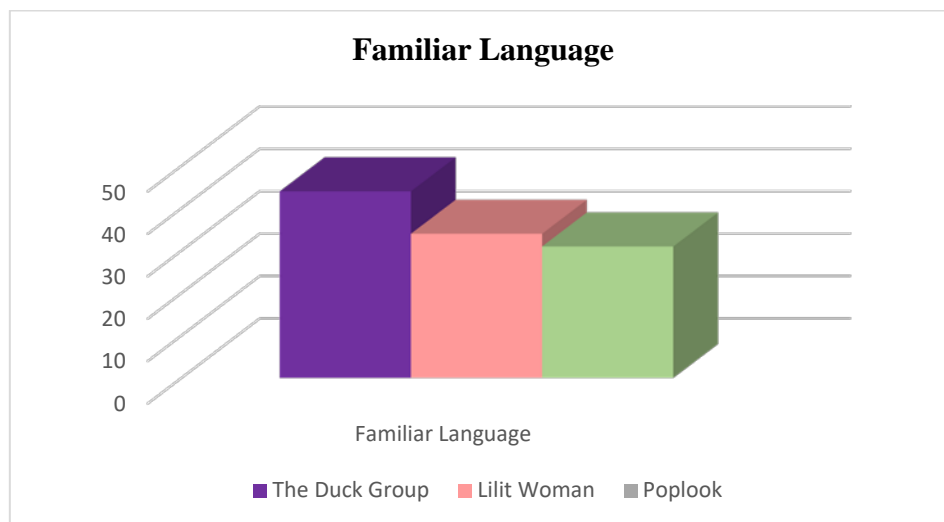


Figure 1.15 Number of Familiar Language Feature

In The Duck Group advertisements, the pronoun that they used are *you* and *your*. The example of usage in clauses are as follows; *“Pink lovers, I’ve got you!”*, *“How do you style yours?”*, *“New colours will come - I will keep you updated”* and *“You’ll be bubbling over the excitement for The Bubbly dUCk!”*

Lilit Woman and Poplook are using the same pronoun as well. *You* are mostly used to address the readers and it is the easiest way to get connected. The examples of clauses are as follows; *“Slip on this hooded dress and you are ready for a girls night out #barulahLIT”*, *“This Satin Blouse is an improved version of our previous one, I bet you’ll love it.”* From Lilit Woman advertisements and *“Shop it your size now via the link in bio”*, *“For days when all you need is a simple, chic kurung.”* from the Poplook advertisements.

4.2.5 Simple Vocabulary

Simple vocabulary is a common feature in advertisements. Simple vocabulary helps people to understand the advertisements quickly as the attention span for an advertisement are usually short. So, an easy vocabulary surely helps to grab the reader's attention. As for this study, simple vocabularies are available in all 150 advertisements collected in The Duck Group, Lilit Woman and Poplook digital advertisements. The graphic visual is as below.

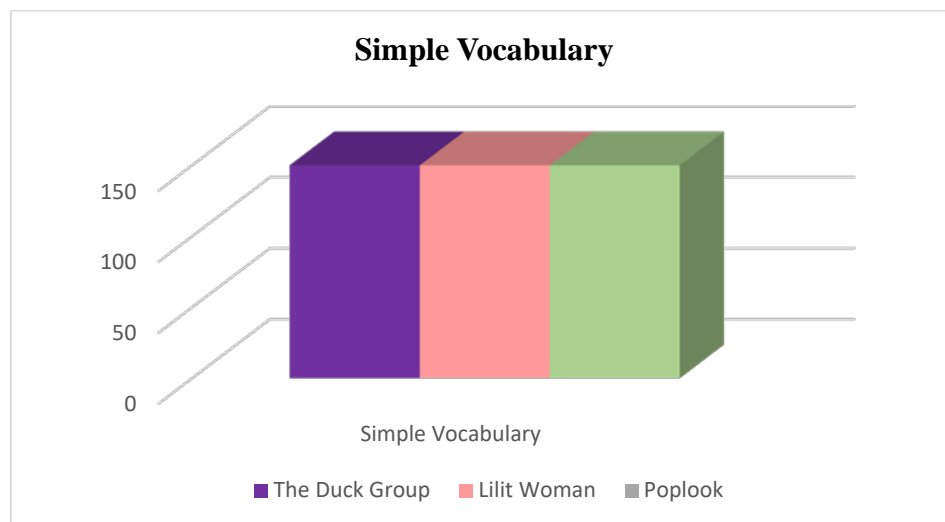


Figure 1.16 Number of Simple Vocabulary Feature

Example of simple vocabulary is “*YOU GOT THIS!*” from The Duck Group advertisement which in support of their own new released shawl campaign. In addition, the simple vocabulary from the Lilit Woman advertisement is “*White on white? Thats the style you want for a chill Sunday morning*” and lastly an example from Poplook advertisement is “*All in the details! Loving the lace trim of the Milca Blouse*”.

4.2.6 Repetition

Repeated words are usually easy to remember. Thus, repetition feature is used in advertisements for that people would remember the brands unconsciously for a longer time.

Besides, it helps to emphasize certain keywords in the advertisements. The visual below shows the number of repetition feature existed in the advertisements studied.

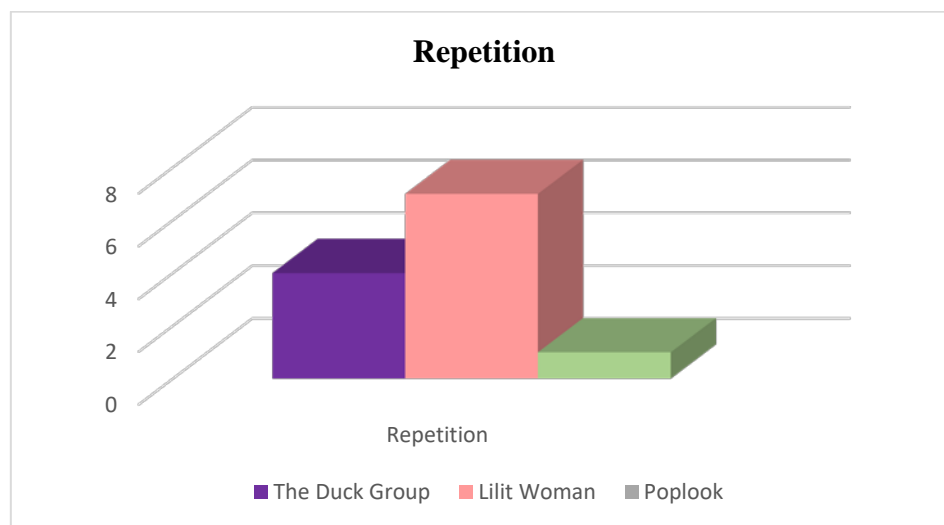


Figure 1.17 Number of Repetition Feature

Repetition can occur in various forms which are repetition of word, repetition of sound or repetition of syllable and repetition of phrase. For examples, the repetition of sound are “*sweater wheather*” with the repetition of ‘er’ sound at the last syllable in Poplook advertisement, “*STOP & STARE.*” with the repetition of ‘st’ sound at the beginning of syllable in Lilit Woman advertisement and “*Pair your sunny yellows with a mellow neutral coloured dUCK!*” with the repetition of ‘low’ sound for yellow and mellow in The Duck Group advertisement.

The examples for repetition of words are “*Prints on Prints on Prints!*” with the repetition of ‘prints’, “*White on white?*” with the repetition of ‘white’, “*Easy to wear, easy to style!*” with the repetition of ‘easy’ and “*You gotta make it work for WORK*” with the repetition of ‘work’ in Lilit Woman advertisements. As for The Duck Group advertisements, the example is “*Something pink, something blue. Something yellow, something new*” with the repetition of ‘something’.

Lastly, the examples of phrase repetition in Lilit Woman advertisements are “Roses are red, violets are blue.” “One new style a day keeps that sorrows away.”. There are another two examples of phrase repetition in The Duck Group advertisement, “With this, you'll get to perk your brows in less than a minute” and “easy peasy!”.

4.2.7 Euphemism

Euphemism is a polite way of saying something that is unpleasant to the eyes and ears. Taboo words are usually being replaced as in advertisements it is better to avoid the usage of words that are sensitive. However, in the advertisements studied, none of the advertisements have the euphemism feature in either stating or describing their products. Thus, no further report can be done for this feature.

4.2.8 Humour

The usage of humour in advertisements are one of the techniques in catching people’s attention. As humour tends to be light and easy, so it is well accepted by the readers. The number of humour used in The Duck Group, Lilit Woman and Poplook advertisements are as graphic below.

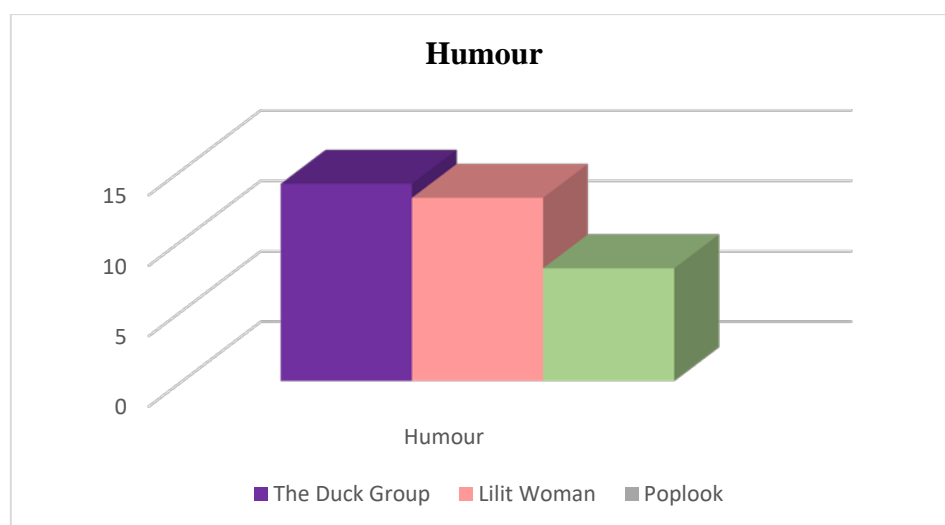


Figure 1.18 Number of Humour Feature

The Duck Group is using humour in their advertisement mostly compared to the Lilit Woman and Poplook. One example from The Duck Group advertisement is *“I can't hold it back any more guys!”*. This clause was created in conjunction of the launching of their Frozen shawl. Those epic words are one of the lines of Frozen theme song. Another example would be *“Aw gee, it's another round of Disney x dUCk fun!”*. Since The Duck Group always having collaboration with big names, this humour-ed sentence was created during the launch of their Mickey shawl. *Aw gee* is a line that is synonym to Mickey Mouse which then bring nostalgic feelings to the readers.

Next, the example clause taken from Lilit Woman advertisement is *“It's Sunday tomorrow either you go big or go home with our Side Denim skirt haha if you know what I mean...”*. Lilit Woman is creating humour based on experience scenario that may happen and with the addition ‘haha’ it is clearly stated that it is a joke. Another example from Poplook advertisement is *“A little poof sleeve won't hurt, right?”* which Poplook trying to create a friendly look by asking question with bit sense of humour.

4.2.9 Glamorization

A touch of glamorous in advertisements are vital especially when it comes to products that are related to woman. It is a feeling that readers could feel through the presentation of product that is made at a top-notch quality. Figure below explains the quantity of glamorization feature in The Duck Group, Lilit Woman and Poplook digital advertisements.

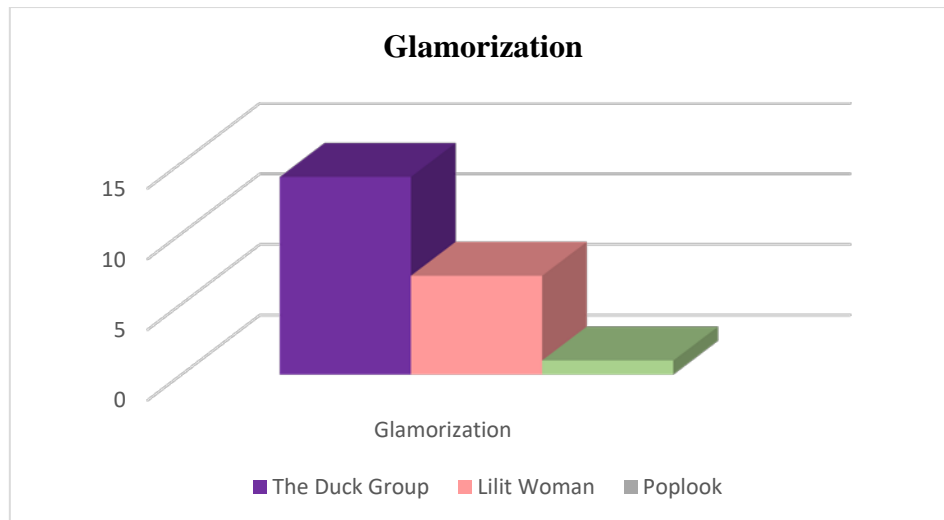


Figure 1.19 Number of Glamorization Feature

The examples of words that The Duck Group used to give glamour touch to its products are *feminine*, *lush*, *insta-worthy*, *sophistication* and *stylish*. Taking *insta-worthy* as main example, *insta-worthy* means characteristic of a visual that is worth to upload to Instagram. The usage of it in the clause is “*Divide and conquer, because your luggage is about to look Insta-worthy!*” which means the product is guaranteed will look good on pictures.

Other than that, Lilit Woman provides a few touches of glamorous in their advertisements like *cascades perfectly*, *rise n' slay* and *rise and shine*. *Cascades perfectly* as in the clause “*Our Morocco Crimp Chiffon Crepe cascades perfectly and needs really minimal ironing no wonder they are selling really fast...*” give an imagination on the how flowy the material of the shawl and for *rise n' slay* and *rise and shine*, it give out a confident vibes for dressing up well. Lastly in Poplook advertisement, the glamorization feature can be found in the clause “*Uniqely shaped and enough for you to carry anything and everything you need for the day or even your nights out.*” which explains the specialty of the bag’s shape which be able to make you stand out among others.

4.2.10 Potency

Potency is a feature of advertisements that explain the use of something unpredictable and uneasy which attracts the readers. The Duck Group, Lilit Woman and Poplook used this feature in their advertisements and the numbers are stated in the figure below.

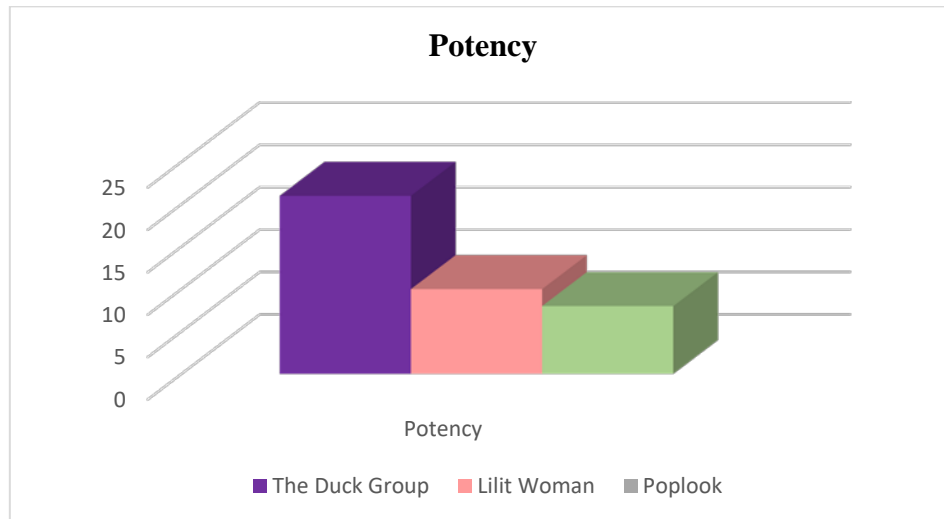


Figure 1.20 Number of Potency Feature

The example of clauses that contain potency are *“I can't hold it back any more guys! Yes, you guessed correct...”* from The Duck Group advertisement; *“Yea we got you covered gurl.”* in Lilit Woman advertisement; *“In our quest to create the perfect pleat scarf, we have engaged the same factory that makes premium scarves in the industry”* in Poplook advertisement.

The phrase *I can't hold it back any more* is considered as potency as it is usually a phrase people say to say something that is bad and negative. Next, the example on Lilit Woman, the phrase *we got you covered* is unusual to be used in the context as the phrase is usually use in the context of asking for help. Lastly, the word *quest* in the Poplook advertisement is considered as potent as quest is synonym for games. However, in the clause it is used as a symbolic for the challenge they had in making the best quality pleated shawl for the label.

In conclusion, based on the overall results, all five female language characteristics are found in digital advertisements posted by The Duck Group, Lilit Woman and Poplook on their respective Instagram pages. Out of five female language characteristics, indirect clause is the most found characteristic in the digital advertisements with total of 91 out of 150 advertisements and percentage of 60.66%.

Next, clause draws attention to the language itself comes second highest female language characteristic with total 79 advertisements out of 150 and percentage of 52.66%. Sentence about woman experience have a total of 49 advertisements that contain the characteristic, percentage at 32.66%.

Furthermore, the characteristic of some clause is incomplete is the second least characteristic found with total of 31 advertisements at the percentage of 20.66%. Lastly, unused subordinate clause in clause characteristic is the least found female language characteristic with total of only 7 advertisements out of 150 contain the characteristic with the percentage of 4.66%.

Next, the overall results for lexical linguistic features of advertisements, there are 9 out of 10 features found in The Duck Group, Lilit Woman and Poplook digital advertisements. Feature number 5 which is simple vocabulary feature have full percentage as every advertisement have the usage of simple vocabulary.

However, there is no usage of euphemism in any of the advertisement. Thus, the advertisements collected are lacked one lexical linguistic features of advertisement. The rank from second highest to second lowest for the rest of the feature are as follow; Familiar language (72.66%), hyperbole (50.00%), potency (26.00%), neologism and humour (23.33%), glamorization (14.66%) and repetition (8.00%). Full data analysis will be provided in the appendices.

4.3 Discussion of Results

The analysis of female language characteristics and lexical linguistic features of advertisements on digital platform play a huge role in giving benefits to three main groups in community which are the academics, industry, and consumers. By knowing the female language characteristics, a friendly approach can be produced to get a maximum readers pool. Besides, it helps consumers to aware with the cause and effect that language provides and as well helps female shoppers to understand better. As the significant of lexical linguistic features of advertisements, this will help the industry to put attention to details on using impactful word choices for optimum results. Furthermore, with more analysis conducted in this area, it will contribute more knowledge and a kickstart for future researchers to get into analysing digital advertisements solely form language perspective on social media.

For first research objective, female language characteristic is said to be different from man. For example, males are synonym with braveness, being adventurous, logic thinking and masculine. Females on the other hand, are synonym with being tender, weak, and feminine. These physical characteristics are believed to shape the unique character in writings according to the gender. There is a sentence said by Mills (1998), “women’s writing may or may not be different from men’s, but it often means differently”. Undoubtedly, style of some texts does approve the difference between women’s and men’s writings. Mills (1998) stated that there are six characteristics of female language, however this study adapted the framework by eliminating ‘one dominant voice’ (cannot be defined neither particularly rational or authoritarian) characteristic as the it is redundant with clause is indirect characteristic.

Based on analysis conducted on woman fashion digital advertisements shows that the language used tend to shift towards female language characteristics as expected. Labels or brands that produced products related to women are found to be using female language

characteristics unconsciously as to get connected with the target audience. As a study conducted by Wittaningsih (2016), which she found that the elements of female language are widely used in Revlon's printed advertisements which is a well-known cosmetic brand.

A study by Radzi and Musa (2017), also found that there are plenty of female language characteristics in female representation cosmetic products. As for the results, out of five female language characteristics proposed by Mills (1998), indirect clause characteristic is the highest characteristic found in this study rather than the other four characteristics. This is contradicting with the results in studies conducted by Radzi and Musa (2017) and Melynda (2017). In their studies, the most found female language characteristic is unused subordinate clause in clauses which the usage of language in the cosmetic advertisements are much simpler. So, the elimination of subordinate clause is more frequent.

However, another set of findings performed by Wittaningsih (2016) on Revlon's printed advertisements and Pertiwi (2017) on Wardah's printed advertisements showed the similar results which the characteristic of indirect clause is the most present characteristic compared to the other four. Thus, the correlation with past studies, it is undeniably female language characteristic is not only being used in cosmetic-related advertisements, but, it also applicable for fashion-related advertisements.

For the second part of this study, it addressed the second objective which is to identify linguistic features of advertisements as proposed by Grey (2008). The language used in advertisements are unique which then distinguish it from the other text form. Main features in an advertisement is aimed and used to persuade people to get indulge into the products or services provided. Results revealed that simple vocabulary feature is the most used feature in woman fashion digital advertisements while the least used is neologism. The same results were found for study carried out by Wittaningsih (2017).

Simple vocabulary feature was present in every caption stated by The Duck Group, Lilit Woman and Poplook digital advertisements as it helps to deliver the message efficiently to the readers instead of the used of bombastic words. Thus, it is relevant for other studies to describe simple vocabulary as the most popular linguistic feature in advertisements (Yasmeen, 2017).

However, among ten features stated by Grey (2008), euphemism feature was not present in the captions analysed in this study. This was, indeed, a new find as the features framed by Grey (2008) were the basic rules in producing a good advertisement. The results were contradicting with Wittaningsih (2017), Melynda (2017) and Yasmeen (2017). Euphemism according to McArthur (1992), is used as a comforting expression for stating an absurd and offensive words. It is also known as a figurative language that carries connotative meaning (Grey, 2008). Possibly, no euphemism feature found in this study due to the society perception towards woman has elevated. Instead of stating negative things, fashion labels opted for more positive approach in producing their advertisements. In a long run, what comes in hand is fashion labels can protect their identity and maintain a good relationship with the customers.

Ultimately, the results can be summarized as providing a solid identity for woman fashion advertisements from the perspective of language studies. As much advertisements are underrated to be a simple piece of work, however many considerations are needed for it to be a good advertisement for promotion and brand awareness. The combination of two major elements which are the usage of female language characteristics and lexical linguistic features of advertisements provenly shows impact for a good marketing strategy as The Duck Group, Lilit Woman and Poplook are the current rising woman fashion brands in Malaysia. Internationally, Revlon and Wardah that carries cosmetic products catered for woman are also having these elements in their advertisements. With an established guideline, more impactful

advertisements can be produced for the good progress of the industry and at the same time, increases the knowledge of society.

CHAPTER 5

CONCLUSION

5.0 Introduction

Final chapter will summarize the present study and provides conclusion for overall results. A possible recommendation is also provided for future researches and implications of the finding. This chapter will end the study in a conclude remarks.

5.1 Summary of Findings

The research's goal is to analyse and identify the linguistic features used in women fashion digital advertisements mainly in English language on the ever-famous social media platform, Instagram. Taking linguistic studies into consideration and to get a more specific findings, this research is divided into two main objectives. Firstly, to investigate female language characteristics in Malaysian women fashion digital advertisements and secondly, to identify the linguistic features of advertisements in women fashion digital advertisements in English on Instagram. These two elements are studied closely according to the framework proposed by Mills (1998) known as Feminist Stylistics Theory and Grey (2008) known as Grey Advertisement Linguistic Features Theory, respectively.

The research design used in qualitative research as according to Jacobs and Razavieh (2002), qualitative research focus on understanding social phenomena from the perspective of human participants in the study. Text analysis is carried out for total 150 captions taken from women fashion related Instagram pages. As this study is conducted in Malaysia settings, The Duck Group, Lilit Woman and Poplook are the three Instagram pages chosen to be analysed. These three Instagram pages are chosen as they used English as language medium and they are among the current rising fashion brands in Malaysia. The data collected the latest in March

2020 as brands are using social media as the fastest medium to upload their latest updates and advertisements.

Data collection for this study are rather straight forward which are accessing Instagram through mobile application → search for posts on the three Instagram pages → posts are purposely selected based on the language elements needed → once relevant it will be screen captured and paste into docs for analysis → categorization is made according to language elements available → tabulated for easy analysis.

Next, to suits this particular study a few amendments are done towards the framework. First objective is analysed according to the Feminist Stylistics Theory. The female language characteristics that labelled under this theory are (1) Unused subordinate clause in clauses, (2) Some clauses are incomplete, (3) Clauses are about woman experience, (4) Clause draws attention to the language itself and lastly (5) Clause in indirect. Indirect clause characteristic is the most found in the digital advertisements while unused subordinate clause in clauses is the least found characteristic. The overall finding from highest to lowest number of characteristics found in advertisements are as follow: 5 → 4 → 3 → 2 → 1.

Next, to fulfill second objective, Grey advertisement Linguistic Features Theory is used, specifically the lexical features. The lexical features are (1) Hyperbole, (2) Neologism, (3) Weasel Word, (4) Familiar Language, (5) Simple Vocabulary, (6) Repetition, (7) Euphemism, (8) Humour, (9) Glamorization and (10) Potency. The results found that simple vocabulary is found in all advertisements which make it the highest feature found and the least feature detected is neologism. Surprisingly, there is zero advertisements contain euphemism. Thus, make this study to only have nine features in total. The overall finding from highest to lowest number of features found in advertisements are as follow: 5 → 4 → 1 → 10 → 3 & 8 → 9 → 6 → 2 → 7.

5.2 Recommendations for Future Research

To improve and widen the analysis for language of advertising, especially in terms of gender-biased language characteristic and linguistic features in advertisements, more analysis needs to be conducted for digital advertisements. With the development of technology and living in a digitalized era, advertisements are also shifting into modern advertisements.

There are few previous studies conducted on this remark. However, the studies conducted by Melynda (2017), Radzi and Musa (2017), Wittaningsih (2016) and Yasmeen (2017), are focusing more on printed advertisements which tends to have the characteristics of traditional and conventional advertisements. In order to have ultimate understanding towards language of advertising, spotlight must be put for digital advertisements as this form tends to be use more simple, precise information but still impactful.

5.3 Conclusion

The research on language advertising for digital advertisements do provides benefits for the community especially to these three groups which are the academics in language field; In providing a significant contribution and guideline for future researchers to get into analysing digital advertisements solely form language perspective on famous online platforms that are used by millions users. Other than that, hoping that this study helps the industry in producing finest Malaysian English-based marketers and as well graphic designers. As studies will provide fact guideline, it is for sure will help in creating better advertisements that will increase the sales and productivity of the brands. Lastly, spreading of awareness towards the use of language, cause and effect of certain words will help consumer especially female to shops and think better before expending. This sense of creating better environment for industry will eventually helps the development of the country developments without jeopardizing anyone rights in the community.

REFERENCE

- Ab Llah, N. I. R., Rahim, N. A., & Hussin, (2018). H. E-Commerce Success in Malaysia Fashion Industry: A Case Study on Fashion Valet. Proceedings of the 6th International Seminar on Entrepreneurship and Business.
- Ary, D., & Jacobs, L. C. (2002). Razavieh. *Introduction to research in education*, 6.
- Azmi, N. J., Rashid, R., Mohamad, B., Rahman, M. A., & Ahmad, Z. (2017). Student Athletes' Perception of Female Models in Sports Advertisements. *Asian Social Science*, 13(10), 120-123.
- Britton A. (2012). The Beauty Industry's Influence on Women in Society. Unpublished Undergraduate Thesis). University of New Hampshire, Manchester.
- Brown, P., & Fraser, C. (1979). Speech as a marker of situation. *Social Markers in Speech* (pp. 33-62). Cambridge University Press.
- Chaika, E. (1982). At Issue: Thought Disorder or Speech Disorder in Schizophrenia?. *Schizophrenia Bulletin*, 8(4), 587-591.
- Chi, H. H. (2011). Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, 12(1), 44-61.
- Dhanyashree, C.M. (2015). Objectification of women in advertisements: Some ethical issues. *Research Journal of English Language and Literature*, 3(1), 117-120.
- Fabb, N. (2015). *What is poetry?: Language and Memory in the Poems of the World*. Cambridge University Press.
- Foucault, M. (1972). *The archaeology of knowledge: Translated from the French by am sheridan smith*. Pantheon Books.
- Fowler, K., & V. Thomas. (2015). A content analysis of male roles in television advertising: Do traditional roles still hold?. *Journal of Marketing Communications*, 21(5), 356-71.
- Goddard, A. (1998). *The Language of Advertising*. New York: Routledge.
- Goddard, A. (2002). *Language of advertising: Written text*. New York: Routledge.
- Goddard, C. (2011). *Semantic analysis: A practical introduction*. Oxford University Press.
- Grau, S. L., & Zotos, Y. C. (2016). Gender stereotypes in advertising: a review of

- current research. *International Journal of Advertising*, 35(5), 761-770.
- Grey, D. (2008). *Language in use*. Cambridge: Cambridge University Press.
- Hansen, T., & Jensen, J.M. (2009), "Shopping orientation and online clothing purchases: the role of gender and purchase situation". *European Journal of Marketing*, 43(9-10), 54-70.
- Kleppner, O. (1986). Advertising procedures. Englewood Cliffs, NJ: A Division of Simon & Schuster, Inc.
- Lie, J. (2009). Multiethnic Japan. Harvard University Press.
- Lindner, K. (2004). Images of women in general interest and fashion magazine advertisements from 1955 to 2002. *Sex roles*, 51(7-8), 409-421.
- Melynda, M. J. L. (2017). The analysis of the language style used in Maybelline New York's written advertisements. (Unpublished doctoral dissertation). Universiti Sanata Dharma, Indonesia.
- Merskin, D.L., (2007). Truly Toffee and Raisin Hell: A Textual Analysis of Lipstick Names. Retrieve 10th November 2019, from <http://www.spirngerlink.com/index/D031663856165558.pdf>
- Mills, S. (1995). *Feminist stylistics*. New York: Routledge.
- Mohammad, M. S., & Hassim, N. (2019). Hijabi celebrification and hijab consumption in Brunei and Malaysia. *Celebrity Studies*, 1(25). n.p.
- Moreno, M. A., Ton, A., Selkie, E., & Evans, Y. (2016). Secret society 123: Understanding the language of self-harm on Instagram. *Journal of Adolescent Health*, 58(1), 78-84.
- Myers, M. D. (2019). *Qualitative research in business and management*. Sage Publications Limited.
- Nagi, P. (2014). Projection of women in advertisement: A gender perception study. *International Journal of Managerial Studies and Research*, 2(9), 75-88.
- Nnamdi-Eruchalu, G. I. (2015). An analysis of the linguistic features of billboard advertising in Nigeria. *Journal of Modern European Languages and Literatures (JMEL)*, 4, 16-31.
- O'Cass, A. (2004). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal of Marketing*, 38(7), 869-882.
- O'Grady, W., Archibald, J., Aronoff, M., & Rees-Miller, J. (2010). Contemporary


- linguistics. *Lingüística contemporánea*.
- Peng, S. S. (2016). Female subjectivity through body dressing and positioning in Malaysian Advertisements. *Asiatic*, 10(1), 213-225.
- Pristian, V. W. (2016). The portrayal of online Muslim fashion shops in Indonesia, Malaysia, UK and USA: corpus linguistics and multimodality approaches. (Unpublished doctoral dissertation). Universitas Airlangga, Indonesia.
- Quirk, R. (2001). Longman dictionary of contemporary English (3rd ed.). Harlow: Pearson Prentice Hall.
- Radzi, N. S. M., & Musa, M. (2017). Beauty ideals, myths and sexism: A feminist stylistic analysis of female representations in cosmetic names. *GEMA Online® Journal of Language Studies*, 17(1).
- Rai, N. (2013). Impact of advertising on consumer behaviour and attitude with reference to consumer durables. *International Journal of Management and Business Strategy*, 2(2), 74-79.
- Rohani, T., Arsyad, S., & Diani, I. (2018). Semantic Analysis of Figurative Language Expressions in “Feature” of the Jakarta Post. *JOALL (Journal of Applied Linguistics & Literature)*, 3(1), 97-114.
- Showalter, E. (1978). Family secrets and domestic subversion: Rebellion in the novels of the 1860s. *The Victorian Family: Structure and Stresses*, 4(1), 101-16.
- Siegel, J. (2015). How to Tell the Difference between a Sentence, a Clause, and a Phrase. Dr. J's Illustrated Guide to the Classical World. Retrieved from www.people.hsc.edu/drjclassics/Latin/general_info_about_grammar/clauses
- Simpson, P. (1992). Teaching stylistics: analysing cohesion and narrative structure in a short story by Ernest Hemingway. *Language and Literature*, 1(1), 47-67.
- Skorek, M., & Schreier, M. (2009, May). A comparison of gender role portrayals in magazine advertisements from Germany, Poland and the United States. In *annual meeting of the International Communication Association, Marriot, Chicago, IL*. Retrieved from http://www.allacademic.com/meta/p295758_index.html.
- Stokes, R. (2011). Quirk eMarketing. *eMarketing: The essential guide to digital marketing*.
- Thomas, L., & Wareing, S. (2004). *Language, society and power: An introduction*. New York: Routledge.



- Tuncay Zayer, L., & Coleman, C. A. (2015). Advertising professionals' perceptions of the impact of gender portrayals on men and women: A question of ethics?. *Journal of Advertising*, 44(3), 1-12.
- Usunier, J. C., Lee, J. A., & Lee, J. (2005). Marketing across cultures. Pearson Education.
- Vaicenoiene, J. (2006). The language of advertising: Analysis of English and Lithuanian advertising texts. *Studies about language*, 4(4), 36-51.
- Verdonk, P. (2002). *Stylistics*. Oxford: Oxford University Press.
- Vieria, V. A. (2009), "An extended theoretical model of fashion clothing involvement". *Journal of Fashion Marketing and Management*, 13(2), 179-200.
- Walsh, G., & Mitchell, V. W. (2010). The effect of consumer confusion proneness on word of mouth, trust, and customer satisfaction. *European Journal of Marketing*, 44(6), 838-859.
- Wei, K. K., Jerome, T., & Shan, L. W. (2010). Online advertising: A study of Malaysian consumers. *Available at SSRN 1644802*, 5(2), 111-134.
- Wijayanti, P. (2015). An analysis on the use of figurative language and power relation in Oriflame advertisements. (Unpublished doctoral dissertation). Universiti Sanata Dharma, Indonesia.
- Wittaningsih, A. (2016). Woman language style for persuasion in Revlon's printed advertisements. Yogyakarta; Sanata Dharma University Thesis.
- Yasmeen, J. (2017). The language of advertising: A study of women-oriented advertisements in electronic and print media. (Unpublished doctoral dissertation). Aligarh Muslim University, India.
- Yule, G. (1996). *Pragmatics*. Oxford: Oxford university Press.

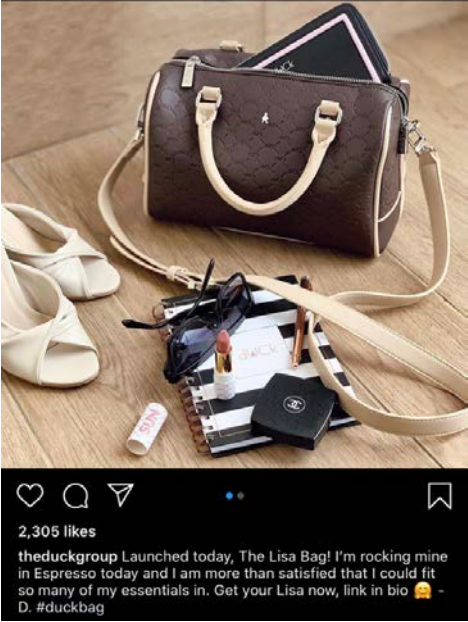

APPENDIX 1



Screenshots of Advertisements

The Duck Group

Number	Advertisements
1.	 <p data-bbox="667 954 695 987">📍</p> <p data-bbox="667 1010 695 1043">❤️ 💬 ↗️ 📌</p> <p data-bbox="667 1048 1007 1077">Liked by alisanabilaa and 2,758 others</p> <p data-bbox="667 1077 1107 1133">theduckgroup Give your outfit a pop of colour with Manggis, a perfect plum purple! Comment 💜 if you love this colour as much as I do. -D. #duckscarves</p>
2.	 <p data-bbox="667 1626 695 1659">❤️ 💬 ↗️ 🔗 📌</p> <p data-bbox="667 1664 1007 1693">Liked by alisanabilaa and 3,443 others</p> <p data-bbox="667 1693 1107 1827">theduckgroup Something you love is back with a major level up! The dUCK nylon scarf bag is new and improved, and now expandable! Yes, you can now fit up to 14 dUCKs inside comfortably. It's also got additional slip-pockets and compartments, so you can keep your scarf game on point wherever you go. Launching tomorrow, ready? 🤔 - D. #duckaccessories</p>




3.	 <p>1/2</p> <p>Liked by ayunimnor and 17,961 others</p> <p>theduckgroup I can't hold it back any more guys! Yes, you guessed correct - here's our Disney x dUCK collaboration for Frozen 2! These gorgeous print Satin Silk scarves feature the snowflake motif that's so synonymous with Frozen. I also wanted each colour in this collection to have a name that's connected to the film. First up, meet these two cool blues - Water and Elsa! ❄️ - D. #duckscarves #disneyxduck</p>
4.	 <p>Liked by jrmdzn and 1,507 others</p> <p>theduckgroup We're inching closer to Brow Game's debut! With this, you'll get to perk up your brows in less than a minute, easy peasy! Tag someone who'd love this, and head over to @duckcosmetics to find out more. 🙌 - D. #duckcosmetics</p>

<p>5.</p>	 <p>2,305 likes</p> <p>theduckgroup Launched today, The Lisa Bag! I'm rocking mine in Espresso today and I am more than satisfied that I could fit so many of my essentials in. Get your Lisa now, link in bio 🥰 - D. #duckbag</p>
<p>6.</p>	 <p>Liked by frhanee_ and 3,163 others</p> <p>theduckgroup A very happy Eid al-Adha to all those who are celebrating today! I've got my dUCK Telekung with me, just what I need for Eid prayers at the mosque. How are you observing Eid today? 🙏 - D. #duckaccessories</p>

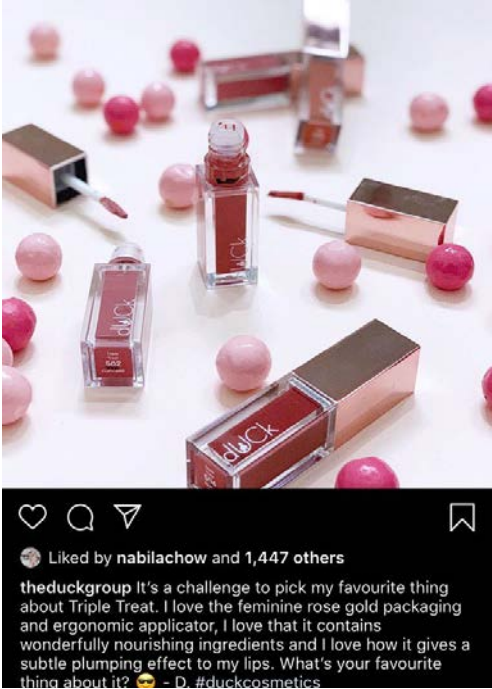

7.	 <p>801 likes</p> <p>theduckgroup It's Friayyyy! I'm just looking forward to going home after a long week and getting my makeup off, honestly. And the fastest and most effective way to take my intense smokey eye and red lip off is with Come Clean Eye & Lip Make-Up Remover. If you're still wondering which of the four variants is for you, head over to @duckcosmetics and click on the Come Clean highlight tab to learn more! 🍷 - D. #duckcosmetics</p>
8.	 <p>2,589 likes</p> <p>theduckgroup There's nothing I love more than curling up with Snowy on my sofa in my free time to catch my favourite rom-coms! This also usually means me crying buckets of tears because I get so emotionally involved with the plot. What happens next? My eyeliner inevitably smudges all over my face and then I look more like something out of a horror movie. Those panda eyes! 😭 If you can relate to this struggle, head on over to @duckcosmetics for a mighty fine solution! 🍷 - D. #duckcosmetics</p>

9.	 <p>Instagram post from theduckgroup showing a framed sign that says "you got this". The post has 2,569 likes and a caption encouraging people to remember "YOU GOT THIS" during difficult times.</p>
10.	 <p>Instagram post from theduckgroup showing a woman in a light green patterned hijab and sunglasses sitting at a table and holding a glass of coffee. The post has 7,471 likes and a caption promoting Empowermint products.</p>

11.	 <p>NEW IN: TASSEL KEY RING</p> <p>ROSEBUD YAM WASABI TWILIGHT</p> <p>Liked by themayanis and 4,404 others</p> <p>theduckgroup If you're anything like me, you've lost your keys once or twice. 😊 I've always relied on keychains to save the day, because that way I can hang my keys in places that are easy to reach (and find!). Also makes it super easy to find in my bags. I created the Tassel Keychain for that same reason, so lost keys will never be a problem again. This one's a celebration of all things dUCK, made from top grain leather and featuring an elegant gold finish to give your keys a spiffy look. And I even added my initial there, so you can carry a piece of me (and dUCK) close to you all the time. The Tassel Keychain is an ONLINE EXCLUSIVE, and will be available via @fashionvaletcom from 10pm tonight. 📍 - D. #duckaccessories</p>
12.	 <p>Liked by _shazwaaaa and 7,214 others</p> <p>theduckgroup You'll be feeling Mauve-lous in this pretty colour! Available in both Shawl and Square, you'll have loads of styling options with a Monogram. Would you dress it up or down? 💜 - D. #duckscarves</p>







13.	 <p>Instagram post featuring a woman wearing a dark brown hijab and a white sweater. The text on the image reads: "MATTE SATIN SILK. This fabric is embedded with nanotechnology: ODOUR CONTROL ANTI-BACTERIAL". The post is liked by nabilachow and 1,284 others. The caption says: "theduckgroup Besides being so easy to drape, I'm pleased that our latest batch of Matte Satin Silk dUCKs now come with odour control and anti bacterial nanotechnology too! Looking and feeling good should go hand in hand. Have you got yours already? 🧡 - D. #duckscarves"</p>
14.	 <p>Instagram post showing a collection of items on a wooden table: a round purple bag, a white thermos, a smartphone, and an open book. The post is liked by frahmd_ and 2,972 others. The caption says: "theduckgroup My Saturday essentials look a little like this, gotta have the brand new Lola too. How about yours? Name three dUCK essentials you need over the weekend! 💜 - D. #duckbag"</p>
15.	 <p>Instagram post showing a stack of colorful, crumpled fabric items (Poof! volumizing dUCKs) in shades of red, black, white, pink, blue, and brown. The post is liked by themayanis and 2,184 others. The caption says: "theduckgroup Get a Poof! and sort out all your volumizing needs. It will hold your hair in place underneath your favourite dUCK for as long as you need. And of course, this has odour control and anti-bacterial technology. Which one did you get? 🧡 -D. #duckscarves"</p>






16.	 <p> Liked by alisanabilaa and 14,746 others theduckgroup Aw gee, it's another round of Disney x dUCK fun! The Disney x dUCK - Mickey collection will be launching online tonight at 10pm! Each scarf in this collection has a name inspired by traits associated with Mickey Mouse. This one's Lively! Ready to know more? 🤩 - D. #duckscarves #disneyxduck </p>
17.	 <p> Liked by nursakinahsoleh and 4,281 others theduckgroup Besides having a stretchy inlay that suits all face shapes and cooling fabric, there's another feature of the Telekung that was so important to retain because everyone loves it. Pockets! Now you can stash your mobile phone and keys in your pockets safely. 🤩 - D. #duckcosmetics </p>


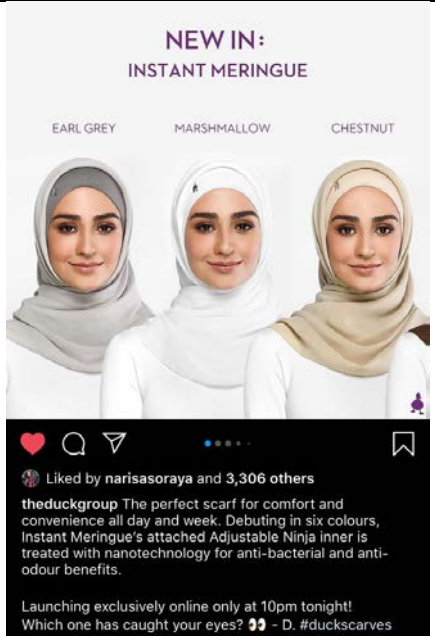
<p>18.</p>	 <p>Liked by nabilachow and 1,447 others</p> <p>theduckgroup It's a challenge to pick my favourite thing about Triple Treat. I love the feminine rose gold packaging and ergonomic applicator, I love that it contains wonderfully nourishing ingredients and I love how it gives a subtle plumping effect to my lips. What's your favourite thing about it? 🥰 - D. #duckcosmetics</p>
<p>19.</p>	 <p>Liked by nurafiqahmalek and 10,893 others</p> <p>theduckgroup I know you have been waiting for this! The Telekung is coming back, this time with delicate lace detailing. Because comfort and practicality are key, it comes in that soft cotton mix fabric that will keep you cool. Guess what other colours are launching? 🥰 - D. #duckaccessories</p>















20.	 <p>    </p> <p>26,626 views · Liked by syaima_halim</p> <p>theduckgroup Conjured up a brand new lip concoction just for you! Because we all have those days when we want a lipstick, lip gloss and lip cream all at once. On those days, choose the juicy sweetness of Triple Treat! Comes with a delectable bubblegum scent and all the goodness of lipstick, lip gloss and lip cream. Head to @duckcosmetics for more on this lip product your lips will be craving. Now available online! 🍬 - D. #duckcosmetics</p>
21.	 <p>    </p> <p>👤👤 Liked by farafine and 9,432 others</p> <p>theduckgroup To keep pin pricks away, the Magnetic Pin Box is coming to save the day! This chic pocket-sized case, with a faux leather exterior opens up to reveal a mirror and lush suede interior (swipe to see) where your scarf pins can be safely tucked away. This launches online at 10pm, along with The dUck Starter Kit! 🍷 - D. #duckaccessories</p>
22.	 <p>    </p> <p>👤👤 Liked by alisanabilaa and 4,996 others</p> <p>theduckgroup There's nothing basic about black, it's always the height of sophistication. Ready to see the complete collection? Menu's next! The Trellis dUck's online debut is hours away - set your alarms for 10pm tonight so you can get yours! 🍷 - D. #duckscarves</p>






















<p>23.</p>	<div data-bbox="647 192 1112 963">  <p>      </p> <p>  Liked by alisanabilaa and 7,691 others </p> <p> theduckgroup And here's another reveal! The Trellis dUck is the first scarf that will come in our brand new packaging! Yes, your printed dUCKs will now come in a box like the one pictured. Besides the brand new look, I'm pleased to say that this box is the first that's recyclable and made from 100% recycled material (hence the new matte finish, some glossy finishes cannot be recycled), and this includes the sheet of paper within the box that protects your dUCK. I want to do something good for Planet Earth, and I'm starting here. A small step, but I hope it will eventually make a big impact. What can I say, green is the new purple! 🌱 - D. #duckscarves </p> </div>
<p>24.</p>	<div data-bbox="647 996 1112 1769">  <p>      </p> <p>  Liked by alisanabilaa and 3,855 others </p> <p> theduckgroup Divide and conquer, because your luggage is about to look Insta-worthy! Wanderlusters, you will love the lightweight and water-resistant 5 in 1 Gusset Case Set. With this you can organize clothing, undergarments, accessories and even shoes neatly in your luggage. 🥰 - D. #duckbag </p> </div>

25.	 <p>  </p> <p>  Liked by alisanabilaa and 3,073 others </p> <p> theduckgroup Have you gotten your Adjustable Ninja already? I say you can't have too many of these, they're so useful. And let me tell you, these are selling so fast (especially those neutral shades), you better grab 'em while you can! 🤩 - D. #duckinner </p>
26.	 <p>  </p> <p>  Liked by frahmd_ and 3,225 others </p> <p> theduckgroup Hurry and get dolled up, you can still purchase items from the Barbie x dUCK cosmetics range! What's a look you would create with these products? Let me know, and be sure to tag @duckcosmetics in your videos/pictures. 🤩 - D. #duckcosmetics #barbiexduck </p>











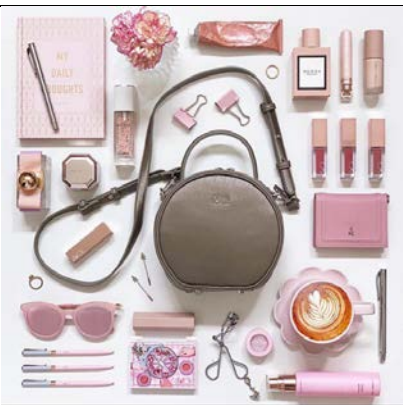




27.	 <p>  </p> <p>  Liked by themayanis and 1,429 others </p> <p> theduckgroup The Annie Bag is a classic must-have in your wardrobe. This one in bright yellow is a statement style that's sure to put a smile on your face and those who look upon it. Name a dUCK you have that will match the Annie Bag in Yellow ✨ - D. #duckbag </p>
28.	 <p>  </p> <p> 1,553 likes </p> <p> theduckgroup You would nail that pout with @duckcosmetics smudge-proof Matte Decisions lip creams. The OGs would know how pigmented and nourishing our matte formula is without drying your lips. Name your favourite shade below! 🍷 - D. #duckcosmetics </p>

29.	 <p>View products</p> <p>Liked by nuradilazawawi and 4,239 others</p> <p>theduckgroup Make way for the Annie Bag. Inspired by a camera-style bag, don't let its small nature fool you! With zippers on both sides, the Annie Bag has spacious compartments to fit your essentials, both big and small. Launching 10pm tomorrow night; wanna guess how many colours Annie comes in? 🌈 - D. #duckbag</p>
30.	 <p>NEW IN: INSTANT MERINGUE</p> <p>EARL GREY MARSHMALLOW CHESTNUT</p> <p>Liked by narisasoraya and 3,306 others</p> <p>theduckgroup The perfect scarf for comfort and convenience all day and week. Debuting in six colours, Instant Meringue's attached Adjustable Ninja inner is treated with nanotechnology for anti-bacterial and anti-odour benefits.</p> <p>Launching exclusively online only at 10pm tonight! Which one has caught your eyes? 🐥 - D. #duckscarves</p>




31.	 <p>     </p> <p>   Liked by alisanabilaa and 6,229 others </p> <p> theduckgroup I have to admit, there have been days I ran late to work because I took a little too long styling my scarf or finding the right one for my outfit in the morning. You definitely can't go wrong when you match Instant Meringue in Earl Grey with most ensembles! For this range, we wanted it to be as hassle-free as possible for you to match as well as style. Are you ready for this? 🍷 - D. #duckscarves </p>
32.	 <p>     </p> <p>   Liked by alisanabilaa and 3,133 others </p> <p> theduckgroup If you haven't heard, my gal @vivvyusof shared quite a bit over the weekend about a special collaboration between @duckcosmetics and one of her all-time favourite drinks. Head on over to @duckcosmetics if you want to know more about it. I'm drooling over her posts (literally!) and have been drinking boba every day for the past few days. Who's guilty too? 🍷 -D. #duckcosmetics </p>






33.	 <p>  </p> <p>     </p> <p>  Liked by nabilachow and 4,766 others </p> <p> theduckgroup Something pink, something blue. Something yellow, something new! The bright and lively Bubbly dUCK is a sure way to perk up your mood. I wonder, which one resonates with you the most? 🤔 - D. #duckscarves </p>
34.	 <p>  </p> <p>     </p> <p>  Liked by alisanabilaa and 5,829 others </p> <p> theduckgroup You'll be bubbling over with excitement for The Bubbly dUCK! This is our take on a classic print with a contemporary twist and funky design. You can already see how sweet and peachy this will look on you like it does here! What other colours do you think there'll be? 🍑 - D. #duckscarves </p>
35.	 <p>  </p> <p>     </p> <p>  Liked by alisanabilaa and 5,709 others </p> <p> theduckgroup Are you feeling a little knot-ty? This gorgeous beauty of mine is launching tonight at 10pm 🤗 - D. #duckbag </p>

36.	
37.	
38.	

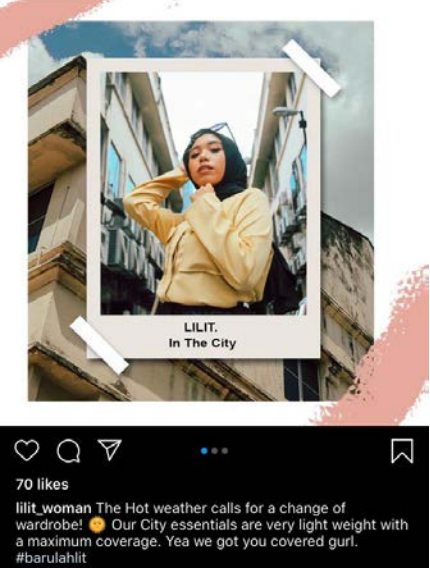

39.	 <p>    </p> <p>  Liked by nabilachow and 5,644 others </p> <p> theduckgroup Introducing a piece of dUCK that's made to fit in your pocket - the Tassel Keychain! Its made from top grain leather and features an elegant gold finish. You can also latch it to your cardholder for a fun statement. Ready to show your dUCK love off in an entirely new way? - D. #duckaccessories </p>
40.	 <p>    </p> <p>  Liked by thepinkstilettoes and 2,843 others </p> <p> theduckgroup Pair your sunny yellows with a mellow neutral coloured dUCK! A few colours of the Monogram dUCK are still up for grabs in stores, so hurry and get some retail therapy in today. 🌟 - D. #duckscarves </p>
41.	 <p>    </p> <p>  Liked by themayanis and 2,763 others </p> <p> theduckgroup Contrast your metallics with sweet pastels for a unique look! If you want to try experimenting with a metallic bag for the first time then get Lola in Gunmetal. Best of all, Lola is perfect for any occasion, day or night. 🌟 - D. #duckbag </p>

42.	 <p>    </p> <p>  Liked by faraahmad_ and 3,697 others </p> <p> theduckgroup The prayer mat and matching bag that you'll get together with the Telekung are essential. This way you can tote it around anywhere you go with ease. Have you got one? 😊 - D. #duckaccessories </p>
43.	 <p>    </p> <p>  Liked by alisanabilaa and 4,534 others </p> <p> theduckgroup Go to work, like a boss! With The dUCK Laptop Bag you'll have the convenience of ample compartments, and that's so important because you can slot in everything from cards and stationery to documents and even more gadgets. And it's water-resistant too! Launching tonight, so get ready! 😊 - D. #duckbag </p>
44.	 <p>    </p> <p>  Liked by faahanaan and 1,583 others </p> <p> theduckgroup This is something every traveller can use, The Clear Vanity Bag. Perfect to store full-sized toiletries, your precious products will be kept safe inside this waterproof bag. What do you put in yours? 🤔 - D. #duckaccessories </p>

45.	 <p>theduckgroup With a dreamy Satin Silk dUck, you'll look instantly elegant wherever you go. Talk about an instant pick-me-up! Show some love for this. 🥰 - D. #duckscarves</p>
46.	 <p>theduckgroup Soft to the touch and comfy as can be, you can bet a Faux Cashmere will keep you snug. It's also easily draped and can be worn as a head wrap. How do you style yours? 🥰 - D. #duckscarves</p>
47.	 <p>theduckgroup Pink lovers, I've got you! Because I'm clearly still in a pink state of mind, here are some dreamy pink items you should definitely add to cart. Tag that friend who just can't get enough of all things pink! 🥰 - D. #duckscarves</p>

48.	 <p>    </p> <p>Liked by cikellyyana and 2,907 others</p> <p>theduckgroup The only acceptable Monday Blues? These! The deliciously soft Faux Cashmere dUCKs are making a comeback in brand new colours! Tag someone who's been waiting for this. 💙 - D. #duckscarves</p>
49.	 <p>    </p> <p>1,659 likes</p> <p>theduckgroup Bring Sofia for a Sunday stroll! This one's the best arm candy for a weekend outing, keeping you stylish yet armed with space. Speaking of space, what are the top three must-have items in your bag? 🍷 - D. #duckbag.</p>
50.	 <p>    </p> <p>1,102 likes</p> <p>theduckgroup Precision and ease of use make Brow Game a dream to apply. If you're a brow rookie, this should be your pick! With a few light strokes, you can get flawless brows. Which shade did you get, Brown or Dark Brown? 😊 - D. #duckcosmetics</p>



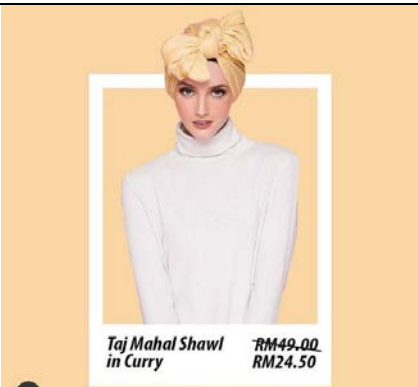
Lilit Woman




Number	Advertisements
1.	 <p>The image shows an Instagram post. At the top is a photo of a woman wearing a bright yellow long-sleeved shirt, posing in a city street with buildings in the background. The photo is framed with white corner mounts. Below the photo is a black bar containing the text 'LILIT. In The City'. Underneath this is the Instagram interface showing 70 likes, a caption in Indonesian, and a hashtag #barulahlit.</p> <p>70 likes</p> <p>lilit_woman The Hot weather calls for a change of wardrobe! ☀️ Our City essentials are very light weight with a maximum coverage. Yea we got you covered gurl. #barulahlit</p>
2.	 <p>The image shows an Instagram post. It features a video or photo of a woman wearing a light-colored plaid shirt, looking down. Below the image is a black bar with the text '4,474 views · Liked by nabilachow'. The caption in Indonesian follows, along with the hashtag #barulahlit.</p> <p>4,474 views · Liked by nabilachow</p> <p>lilit_woman Easy to wear, easy to style! You gotta make it work for WORK. #barulahlit</p>




3.	 <p>5,232 views</p> <p>lilit_woman #thelilittheory · Wondering what inner fits your face the most? Could it be Ninja inner, Tube Inner, or snowcap inners? Watch our new episode of #lilittheory as @warnabilla unveils the pros and cons of each Inner hijab. Which inner would you think is best for you?</p>
4.	 <p>MYR129.00 Bloom Top With Neck Sash In Pink</p> <p>1,450 views · Liked by nabilachow</p> <p>lilit_woman It's time for @fiziwoo top picks from #lilitxwoofiziwoo. It's a very dreamy piece that a woman should have in their wardrobe as they would say "Made for the girl that is soft and delicate. This look aims to be light and airy." Choose one out of three colours you'll sure put a smile when you see yourself in them. #barulahlit</p>

5.	 <p>414 likes</p> <p>lilit_woman Can't explain how soft buttery this Zurich Snowcap Inner is. ❄️ Get them cause they're out today! #barulahlit</p>
6.	 <p>2,291 views · Liked by nabilachow</p> <p>lilit_woman LILIT. INNERWEAR is expertly crafted from soft material that not only look good but also feels good. Fitting comfortable and modestly our inner wear is guaranteed to ease your life with no compromise on style. Get them while stocks last. #barulahlit</p>

7.	 <p>427 likes</p> <p>lilit_woman Have you seen our Shirt dress! Perfect for everyday and our #lilitwoman who are always on-the-go. It comes in Black too. Definitely a wardrobe staple you'll need.</p>
8.	 <p>Liked by nabilachow and 398 others</p> <p>lilit_woman Saving the best for last! Who needs a plain oversized denim jacket when you have this gem 💎 right here. It feels like you are wearing an art piece. Get them online tomorrow at 10pm or you can pay us a visit at FashionValet Publika store tomorrow at 1pm to have first dips on the #lilitwoofiziwoo pieces! See you there 💕</p>




9.	 <p>Liked by nabilachow and 186 others</p> <p>lilit_woman As a hijabi expert our aim is to uplift the classics and basic wear to a whole new level. Our Innerwear designs are a staple you'll turn to day after day. Launched today 24.1.20 #barulahlilit</p>
10.	 <p>Liked by nabilachow and 566 others</p> <p>lilit_woman Did you think we were not going to have our signature hoodie! This is a collectable piece, if you noticed each hoodie during our collaborations has it's own persona's touch. Time to WOOman up #lilitxwoofiziwoo</p>
11.	 <p>Taj Mahal Shawl in Curry RM49.00 RM24.50</p> <p>192 likes</p> <p>lilit_woman Life is better in our Taj Mahal Cotton Shawl! Trust us, it's super soft and airy. Everyone needs one in their staple wardrobe #barulahlilit #boxingday</p>




12.	 <p>614 likes</p> <p>lilit_woman Ops cat is out of the bag! Our fast selling Dubai Jersey Shawls are BACK IN STOCK! Love at first touch every single time for this one #barulahilit</p>
13.	 <p>220 likes</p> <p>lilit_woman Have you heard of our Havana Chiffon scarf? well if didn't know it already Havana is our lightest hijab and it is the preferred scarf for travelling. Get your hands on them as they are back in stock!!!! #barulahilit</p>
14.	 <p>8,491 views</p> <p>lilit_woman Our Morocco Crimp Chiffon Crepe cascades perfectly and needs really minimal ironing no wonder they are selling really fast 🌟 get them before they are sold out! #barulahilit</p>



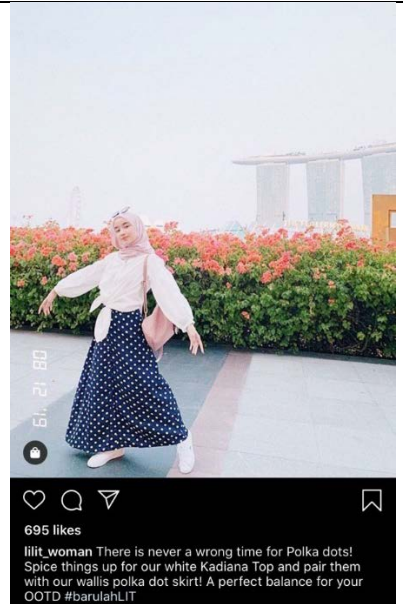
15.	 <p>View products</p> <p>11,805 views</p> <p>lilit_woman Imagine standing tall and confident in our Kak Lang this wedding season 🌟 Item is now on sale! #barulahlit</p>
16.	 <p>Liked by nabilachow and 699 others</p> <p>lilit_woman Time to gear up and take our new LILIT. Muse collection outdoors! This Satin Blouse is an improved version of our previous one, I bet you'll love it. It's oversized, lightweight and this time it's textured cause #barulahlit</p>
17.	 <p>Liked by alisanabilaa and 876 others</p> <p>lilit_woman We can't get over the colours that we have for our Seoul 2.0 Satin collection! This is absolutely made for the girl who literally lives and breathe in pastel and earthy colours. Comment 🌸 if you are that person! #barulahlit</p>

18.	
19.	
20.	




21.	 <p>62,698 views · Liked by nabilachow and maisarahizzwn</p> <p>lilit_woman 1 TOP 10 STYLES CHALLENGE · When life gives you a white shirt, you sure make full use of it! One top ten ways to style it! Kadiana Top is a major love. Very versatile get them now cause it is on SALE #barulahLIT</p>
22.	 <p>295 likes</p> <p>lilit_woman With an outfit like this your going to have a lot of selfie memories, our LILA suits are on sale. Get them while stocks last cause they are moving fast 🌟 Sale link at bio #barulahLIT</p>
23.	 <p>612 likes</p> <p>lilit_woman Because every Thursday needs a lil bit more glam! Get this Aorelia suit set, they come in four different colours too, spoiled with choices! Sale end on the 11.11 #barulahlilit</p>




24.	 <p>136 likes</p> <p>lilit_woman Feeling Sundaylicious cause tomorrow is another holiday!! Slip on this hooded dress and you are ready for a girls night out #barulahLIT</p>
25.	 <p>5,265 views</p> <p>lilit_woman Get ready for that laid back look for tomorrow's outing! It's Sunday tomorrow either you go big or go home with our Side Denim skirt haha if you know what I mean... 👉 Get the items at our link at bio 📍 #barulahLIT</p>
26.	 <p>3,731 views · Liked by officialmizznina</p> <p>lilit_woman LITITUP with LILIT's Pants - Sit back relax, and let your pants be the statement. Lucky for us, our pants goes with almost everything from pastels to warm colours. Get them at our link at bio and use code LITITUP30 while stocks last. #barulahLIT</p>




27.	 <p>Liked by jrmzn and 180 others</p> <p>lilit_woman Go sweet with this Scotland Grid in Blueberry. Trust me girl no one ever looks bad in black. Get them and never go back #barulahLIT</p>
28.	 <p>4,322 views</p> <p>lilit_woman Athens 2.0 tutorial series: One new style a day keeps that sorrows away. Try this look with your new Athens and don't forget to tag us #barulahLIT</p>
29.	 <p>Liked by syzwvno and 289 others</p> <p>lilit_woman Look at how she flows! The girl in the green scarf, well that could be you. #barulahLIT #lilitwoman</p>




30.	
31.	
32.	

33.	 <p>View products</p> <p>4,503 views</p> <p>lilit_woman STOP & STARE cause this Eada pleated top is just irresistible 🤩 pakai top ni pergi mana mana #barulahLIT get them while stocks last (Eada top in blue RM99)</p>
34.	 <p>313 likes</p> <p>lilit_woman The search is over for your staple black dress! Senang nak match dengan apa pun. Make this your wardrobe essentials #barulahLIT (featured wappi dress in black)</p>
35.	 <p>237 likes</p> <p>lilit_woman Get this look! The outfit that you definitely want to have as your staple wardrobe pieces #barulahLIT! Available only on @fashionvaletcom</p>

36.	 <p>129 likes</p> <p>lilit_woman A lesson in layering by @khainakhalil . This top is a very versatile piece you may say, it is made out of knit fabric but worry not it's still light weight and not hot when overlaid to an outer wear. Shop this at our link at bio. #lilitwoman</p>
37.	 <p>98 likes</p> <p>lilit_woman It's Monday morning and if you are in a rush put this Dubai Jersey on instead! Definitely worth trying #lilitwoman -Dubai in Falafel RM49</p>
38.	 <p>142 likes</p> <p>lilit_woman Did you noticed that all THE SISTERS collection has its own kind of pearls placements? You can choose any design/colours and it still looks as if it is related just like sisters 🥰!! #lilitwoman #liliteld — Kak Cu in Ash Rose and Kak Mah in Pomelo. Link in bio 💕</p>



39.	 <p>263 likes</p> <p>lilit_woman Have you stocked up on your Eid outfit!? Kak Wa shall be the start of it — Featured Kak Wa in Dusty Rose Rm199 Link at bio. #lilitwoman #liliteid</p>
40.	 <p>2,926 views</p> <p>lilit_woman Have you checked out our newly launched items yet? Meet our Athena set in Lead perfect for weekends and weekdays! Slay it like @aimyrln here!</p>
41.	 <p>46 likes</p> <p>lilit_woman THE FEARLESS// Introducing the Kayda Set. Wear a simple inner with it and TADA !+ you look like you put a 100% on your outfit!</p>

42.	 <p>65 likes</p> <p>lilit_woman THE FEARLESS// Our favourite turtle neck! This time it come with a more glittery effect material. Where it night or day you'll still be the bold one there.</p>
43.	 <p>68 likes</p> <p>lilit_woman Roses are red, violets are blue. We ❤️ Marrakesh in Woodrose, especially on you (Shop on all @fashionvaletcom store) #lilitwoman</p>
44.	 <p>152 likes</p> <p>lilit_woman Head on over to @fashionvaletcom store to get all LILIT. Best-Selling Fuji Matte Satin for ONLY RM29. Ends tonight! Get it before it's gone gurl! #lilitwoman</p>

45.	 <p>45 likes</p> <p>lilit_woman Feeling so fab 🍷 with Ribbed Dress in Maroon. Shop LILIT. x @klooktravel The Voyager Collection on @fashionvaletcom website & store today! #lilitwoman</p>
46.	 <p>141 likes</p> <p>lilit_woman Rise n' slay LILIT. Women! Double tap if you love this Marrakesh in Berry 🍷 Available on @fashionvaletcom website and store. Get it before it's gone #lilitwoman</p>
47.	 <p>10,355 views · Liked by nabilachow</p> <p>lilit_woman Hey ladies! It's time to play dress up. Every single girl would have gone through once at least in her life. Since we're all staying home let's try this with any of your LILIT. items. This time around we have @nadiarahimx show casing her fav LILIT. items in this episode of #lilitstyles</p>




48.	 <p>      </p> <p>Liked by _shazwaaaaa and 1,010 others</p> <p>lilit_woman Rise and shine! ☀️ Got plans for this weekend? There is never a wrong time for a polka dot hijab! #barulahilit</p>
49.	 <p>      </p> <p>Liked by ainafkhra and 2,047 others</p> <p>lilit_woman Wanting to feel comfortable yet pretty? Flourish yourself in this lilit navy blue floral dress 🌸</p>
50.	 <p>      </p> <p>Liked by alisanabilaa and 208 others</p> <p>lilit_woman Prints on Prints on Prints! Introducing our Edinburgh Printed Square Hijab! Inspired by the pattern design of the bagpipes quilt on smooth chiffon. We love it with a black suite for a formal look.</p>



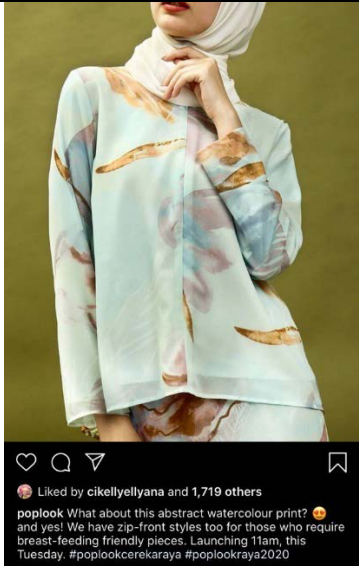
Poplook



Number	Advertisements
1.	 <p data-bbox="687 831 1075 943"> Liked by nuradilazawawi and 2,489 others poplook Alright ladies, we know you love the Nana Shirts. So, we're launching Nana in new prints tomorrow. Are you excited? #poplook </p>
2.	 <p data-bbox="678 1507 1085 1664"> 1,897 likes poplook Working in bed and listening to all your song suggestions. Thanks ladies! The playlist is up on instastory if you wanna listen along. Also is anyone dressing up even though stuck at home? </p>












3.	 <p>Like by dhiawafeey and 4,417 others</p> <p>poplook And then there's this ray of sunshine! ☀️ Our cotton raya collection is perfect for our weather. The fabric is light and breathable and each top and skirt is fully lined. All happening this Tuesday 11am, 17th March. #poplookcerakaraya #poplookraya2020</p>
4.	 <p>Like by nuradilazawawi and 3,091 others</p> <p>poplook As with all our collections, we make sure a handful of designs are breast-feeding friendly and some also minituarized for kids. The Molek Collection launches 17th March, 11am online and at all 4 of our stores. #poplookcerakaraya #poplookraya2020</p>
5.	 <p>Like by jrmdzn and 3,535 others</p> <p>poplook Cotton is natural, breathable and oh so comfortable! Stay tuned for The Molek Collection, our cotton raya capsule launching this Tuesday. #poplookcerakaraya #poplookraya2020</p>



6.	 <p>     </p> <p>    Liked by alisanabilaa and 2,135 others </p> <p> poplook Don't you just love florals? Dress it up or down; the Soriya Skirt is versatile. Friday's look inspired by @dyanadyana! </p>
7.	 <p>     </p> <p>    Liked by mariniaminuiddin_ and 2,889 others </p> <p> poplook Looking so pretty decked out in #poplook is @syazwaniezazip. She's seen in the Fariha Skirt with sneakers. Loving the combo. Shop Fariha now via the link in bio. She's also available in Navy. </p>
8.	 <p>     </p> <p>456 likes</p> <p> poplook Soothing hues. We can't get enough of the beautiful colours from our Printed Kurung Collection. Which colours have you bought? </p> <p> #poplookraya2020 #poplookcerekaraya </p>



9.	 <p>View products</p> <p>Liked by aidalidarida and 4,598 others</p> <p>poplook Comfortable, stylish and modest. The Rima Shirt is perfect for everyday wear. Shop it in your size now via the link in bio. #poplook</p>
10.	 <p>674 likes</p> <p>poplook Trend coords. Love this edgy look by @withhasnab. She is wearing the Habeba Jacket and the Jayeal Pants. Love the look shop it now via the link in bio! #poplook</p>
11.	 <p>NEW ARRIVALS</p> <p>Liked by jrmzn and 486 others</p> <p>poplook Join the Print party! Kurung sets for all your festive outfitting needs. Also matching sets for your little ones 🥰 #poplookraya2020 #poplookcerakaraya</p>

12.	 <p>Like by jrmzn and 430 others</p> <p>poplook And then there's this classic navy floral print. So chic ❤️ Print kurung sets launching tomorrow 11am. Are you eyeing something already? Please note that we have produced these in limited quantities and there won't be any restocks! You've been warned 🤔 #poplookcerakarya #poplookraya2020</p>
13.	 <p>Like by jrmzn and 810 others</p> <p>poplook We aren't kidding when we say there will be many prints launching tomorrow! How about one of these beautiful blues 🤔 #poplookcerakarya #poplookraya2020</p>
14.	 <p>Like by cikellylyana and 1,719 others</p> <p>poplook What about this abstract watercolour print? 🤔 and yes! We have zip-front styles too for those who require breast-feeding friendly pieces. Launching 11am, this Tuesday. #poplookcerakarya #poplookraya2020</p>

15.	 <p>1,369 likes</p> <p>poplook For days when all you need is a simple, chic kurung. Our launch this coming Tuesday will have you covered! So many prints to choose from... what do you look for in a print? Subtle? Floral? Geometric? Tell us in the comments 🙌 #poplookcerakaya #poplookraya2020</p>
16.	 <p>Liked by faahanaan and 3,338 others</p> <p>poplook The Kinley Kurung has been a favourite today! And we can see why. The jacquard chiffon has a soft drape while the crystal accents are subtle and so chic. Seen here on @azurvvn ...just lovee ❤️</p> <p>The Gemersik Collection has launched online and in stores. Made in limited quantities and no restocks so you know what to do! #poplookcerakaya #poplookraya2020</p>











17.	 <p data-bbox="678 638 1086 674">     </p> <p data-bbox="678 678 759 696">2,006 likes</p> <p data-bbox="678 701 1086 824"> poplook The art of draping is a Poplook specialty. During the sampling process, the pleats are hand-pleated and hand-stitched till the desired form is achieved. This painstaking work results in a standout piece that is truly a work of art. The Gemersik Collection will launch 3rd March online and in-stores. #poplookraya2020 #poplookcerekaraya </p>
18.	 <p data-bbox="673 1400 1086 1435">     </p> <p data-bbox="673 1440 999 1464">  Liked by alisanabilaa and 1,546 others </p> <p data-bbox="673 1469 1086 1541"> poplook Looking at the clock be like only three hours left to the weekend! We can't wait to just relax. Perfect for anytime of the day, @khaininakhali is slaying in the Rattania Dress. Get yours now only on #poplook </p>



19.	 <p>Instagram post from @poplook showing a close-up of a pink fabric with gold sequins and a white lace trim. The post has 1,450 likes and the caption reads: 'poplook A twinkling peek at our first raya collection to launch 3rd march. Are you wearing a pink hue this Raya? #poplookraya2020 #poplookcerakaraya'.</p>
20.	 <p>Instagram post from @poplook showing a woman wearing a white blouse, blue jeans, and a purple hijab, standing outdoors. The post has 1,124 likes and the caption reads: 'poplook All in the details 🥰 Loving the lace trim of the Milca Blouse. @nurfatiin is looking as stylish as ever in hers. Love this? Pick it up now by tapping the pic. #poplook'.</p>

21.	 <p>501 likes</p> <p>poplook Need some nature hues in your wardrobes? Be sure to drop by our boutiques at the Curve, Sogo, Setia City and Ioi today to pick up some new swag.. We've got all the styles you'll need 🌿 #poplookphysicalstore</p>
22.	 <p>Liked by nabilachow and 2,580 others</p> <p>poplook Perfect for anytime of the day, @nigeena is slaying the Rattania Dress. Get yours now only on #poplook</p>

23.	 <p>249 likes</p> <p>poplook Also launching tomorrow is this turtleneck ribbed blouse. Perfect for work and after work. We are so excited as there's many more fantastic items to lookout for. Catch them all at 11am, tomorrow. See ya then! #poplook</p>
24.	 <p>253 likes</p> <p>poplook An all white pocket shirt to add to your work wear collection. The Kaydin will be launched tomorrow in 2 colours. Stay close and grab it once it is launched. #poplook</p>




25.	 <p>     </p> <p>636 likes</p> <p>poplook Lookout also for this military green piece launching this Tuesday. This is one pair that is surely to offer you that casual chic vibe. Only two sleeps to go. #poplook</p>
26.	 <p>     </p> <p>  Liked by mariniaminuddin_ and 2,530 others </p> <p>poplook Stepping into Friday like @nrulfatiha 🥰 Spotted wearing the Shekinah Jeans and looking so chill we love it! More jeans up for grabs on #poplook. Shop with no regrets ladies.</p>













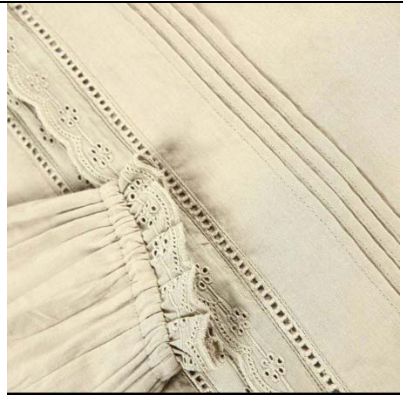





27.	 <p>     </p> <p>Liked by nabilachow and 1,029 others</p> <p>poplook We just can't get over the cuteness of this shot! @rafiqahramli and her daughter is looking super adorable 🥰 Both are twinning in the Chinami Blouse. Pick them up for you and your daughter today.</p>
28.	 <p>     </p> <p>13,125 views - Liked by sarinaiskandar</p> <p>poplook In need of a new outfit for your vacation? We have answer for youuu!</p> <p>Check out this beautiful flower tops on our website now 🥰</p>




<p>29.</p>	 <p>10,348 views · Liked by nabilachow and imanabduhrahim</p> <p>poplook Everyone needs a beautiful flowy dress, so do you! Grab this beauty on our website today.</p>
<p>30.</p>	 <p>Liked by nabilachow and 3,600 others</p> <p>poplook If you have guessed the Ubika Skirt, then you are so very right! Our Ubika Skirt will be launching in 3 colours. Weighted and ribbed, it doesnt get much better! Watch out for it at 11am tomorrow. #poplook</p>


<p>31.</p>	 <p>291 likes</p> <p>poplook We are still in the mood for florals. Lookout for new blossoming designs this coming Tuesday. We are sure you won't want to miss it. #poplook</p>
<p>32.</p>	 <p>Liked by _shazwaaaaa and 1,004 others</p> <p>poplook Comfortable, stylish and perfect for your everyday wear. The Elona Blouse is definitely a must-have! Shop yours now via tapping the pic.</p> <p>Love your pic @ainaanabila</p>

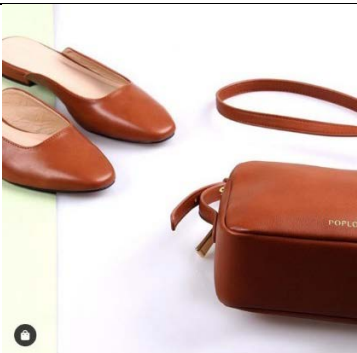
33.	 <p>     </p> <p>  Liked by nabilachow and 509 others poplook A little poof sleeve won't hurt, right? Check out our new arrivals today, we're sure you're going to love it! </p>
34.	 <p>     </p> <p>  Liked by nabilachow and 206 others poplook The Campbell Pants goes with everything! We love her as a coordinate and on her own. Shop all three colours on #poplook today. </p>

35.	 <p>392 likes</p> <p>poplook Don't you just love details?</p> <p>The Yoana Blouse also launching tomorrow features this exquisite embroidered detail 🧡 Plus she's made from 100% cotton. Plus PLUS, she is labuh(covers the bum) 😊 #poplook</p>
36.	 <p>380 likes</p> <p>poplook Drawstring + lace details + made from 100% comfy cotton, the Zipporah is the blouse you won't want to miss next week. She launches Tuesday, 11am. Catch her then... #poplook</p>
37.	 <p>411 likes</p> <p>poplook Another cotton top to add to your collection. With a versatile cut, you sure won't want to miss this! As always, our eyelet pieces are fully lined. Coming to you, next week 🇲🇾</p>

38.	 <p>     </p> <p>  Liked by mariniaminuddin_ and 2,148 others </p> <p> poplook Our famous Blaire Bag. Uniquely shaped and enough for your to carry anything and everything you need for the day or even your nights out. Tap picture to shop the Blaire now. #poplook </p>
39.	 <p>     </p> <p>  Liked by nabilachow and 953 others </p> <p> poplook Not just in black ladies, the white Dannika Blouse is also on Backorder now. Shop your sizes before they run out again 🙌💎 #Poplook </p>
40.	 <p>     </p> <p>  Liked by nuradilazawawi and 536 others </p> <p> poplook Here's a closer look at the prettt Saxon Blouse. We are loving all the attention to details. Soft, comfortable and in the prettiest of colours, look out for Saxon at the launch tomorrow, 11am. #poplook </p>

41.	 <p>133 likes</p> <p>poplook Showing off our wild side in this pretty earrings. Do you love to accessorise? #poplook</p>
42.	 <p>Liked by mariniainuddin_ and 5,035 others</p> <p>poplook We totally agree with @sarahhildebrand when she says "Clothes are just like friends...". Our #Poplook pieces are our best friends and we are sure you feel the same way too! Shop the Ziru Zip-Front Kaftan Blouse on Sarah today via link in bio. #poplook</p>
43.	 <p>1,582 likes</p> <p>poplook Be it for day or night, out athleisure outfits are lit 🔥 @mradnn shows us how it's done with the Neely Blouse and Odeta Pants.</p>

44.	 <p>1,982 likes</p> <p>poplook Friday's call for comfy pants, and the Sanda Palazzo Jeans definitely fits the bill. Love the loose cut yet the stylish fall of this jeans. @amynasuhaa is slaying hers. #poplook</p>
45.	 <p>Liked by _shazwaaaaa and 1,998 others</p> <p>poplook Get sweater weather ready with our Raynell Knitted Rib Blouse. Simply comfy and stylish. Available online in Mauve, Black and Light Grey. #poplook</p>
46.	 <p>445 likes</p> <p>poplook It's a Public Holiday tomorrow! If you are heading out, best to have the Kylie Bag along with you just like @shazlinaabdullah. So convenient for all your outing necessities! Shop the Kylie on sale now via link in bio. #poplook</p>

47.	 <p>     </p> <p>Liked by nuradilazawawi and 918 others</p> <p>poplook That's right, ladies.. it's coming! In our quest to create the perfect pleat scarf, we have engaged the same factory that makes premium scarves in the industry. We can't wait for you to try these. Just loveeee 💕 Are you excited?</p>
48.	 <p>     </p> <p>615 likes</p> <p>poplook Some of us like to make sure that our shoes and bags match every time we go out. Yes, we are guilty as charged! So if you are an all brown kinda girl. Here's a tip for you. 📌</p> <p>#SearchOnPoplook Celeste Crossbody Bag (0918080F) Gracia Slides (0918078S) #poplook</p>
49.	 <p>     </p> <p>Liked by nabilachow and 181 others</p> <p>poplook Our Aida Matte Satin Headscarves comes in new vibrant colours. Sewn from fabric so smooth with a curved edge to assure you comfort in style. Visit our website to get your Aida Matte Satin Headscarf today. #poplook</p>

50.



APPENDIX 1I

Full Analysis

The Duck Group

A	B	C	D	E	F
Post	Clause		Female Characteristics	Ads Linguistic Features	Keyword
	No	Clause			
@theduckgroup	1	Give your outfit a pop of colour with Manggis, a perfect plum purple! Comment < > if you love this colour as much as I do. -D. #duckscarves	D	4 5 9 plum purple	Objective 1 Female Language Characteristics Unused Subordinate Clause (A) Some Incomplete Clause (B) Sentence About Woman Experience (C) Sentence Draw Attention To Language Itself (D) Indirect Clause (E)
	2	Something you love is back with major level up! The dUCK nylon scarf bag is new and improved, and now expandable! Yes, you can now fit up to 14 dUCKs inside comfortably. It's also got additional slip-pockets and compartments, so you can keep your scarf game on point whenever you go. Launching tomorrow, ready? < > -D. #duckaccessories	E	1 new, improved, on point 4 5	
	3	I can't hold it back any more guys! Yes, you guessed correct - here's our Disney x dUCK collaboration for Frozen 2! These gorgeous print Satin Silk scarves feature the snowflakes motif that's so synonymous with Frozen. I also wanted each colour in this collection to have a name that's connected to the film. First up, meet these two cool blues - Water and Elsal < > -D. #duckscarves #disneyxduck	A, D	3 first up, meet these two... 5 8 10 I can't hold it back anymore...	Objective 2 Ads Linguistic Features Hyperbole (1) Neologism (2) Weasel Word (3) Familiar Language (4) Simple Vocab (5) semua ada Repetition (6) Euphemism (7) no since its female ads humour (8) Glamorization (9) Potency (10)
	4	We're inching closer to Brow Games's debut! With this, you'll get to perk your brows in less than a minute, easy peasy! Tag someone who'd love this, and head over to @duckcosmetics to find out more. < > -D. #duckcosmetics	C, D	1 perk 3 head over to ... 4 5 6 8 9 inching closer, brow game	
	5	Launched today, The Lisa Bag! I'm rocking mine in Espresso today and I am more than satisfied that I could fit so many of my essentials in. Get your Lisa now, link in bio < > -D. #duckbag	D	4 5 10 Espresso, rocking	
	6	A very happy Eid al-Adha to all those who are celebrating today! I've got my dUCK Telekung with me, just what I need for Eid prayers at the mosque. How are you observing Eid today? < > -D. #duckaccessories	C	4 5	
	7	It's Friyayyyy! I'm just looking forward to going home after a long week and getting my makeup off, honesty. And the fastest and most effective way to take my intense smoky eye and red lip off is with Come Clean Eye & Lip Make-Up Remover. If you're still wondering which of four variants is for you, head over to @duckcosmetics and click on the Come Clean highlight tab to learn more! < > -D. #duckcosmetics	C, D	1 fastest and most effective 2 friyayyyy 3 If you're still wondering... 4 5 9 Come Clean Eye & Lip Make-Up	
					Percentage Analysis FLC A - Duck 02, Lilit 05, Poplook 00 07/150 04.66% B - Duck 06, Lilit 18, Poplook 09 31/150 20.66% C - Duck 20, Lilit 09, Poplook 20 49/150 32.66% D - Duck 26, Lilit 23, Poplook 28 79/150 52.66% E - Duck 17, Lilit 39, Poplook 35 91/150 60.66%

A	B	C	D	E	F
	8	There's nothing I love more than curling up with Snowy on my sofa in my free time to catch my favourite rom-coms! This also usually means me crying buckets of tears because I get so emotionally involved with the plot. What happens next? My eyeliner inevitably smudges all over my face and then I look more like something out of horror movie. Those panda eyes! < > If you can relate to this struggle, head on to @duckcosmetics for a mighty solution! < > -D. #duckcosmetics	C, D	2 rom-coms 3 head on to... 4 5 10 YOU GOT THIS 8 9 panda eyes	Percentage Analysis LALF 01 - Duck 24, Lilit 25, Poplook 26 75/150 50.00% 3 02 - Duck 06, Lilit 02, Poplook 02 10/150 06.66% 9 03 - Duck 15, Lilit 04, Poplook 16 35/150 23.33% 5 04 - Duck 44, Lilit 34, Poplook 31 109/150 72.66% 2 05 - Duck 150, Lilit 150, Poplook 150 150/150 100% 1 06 - Duck 04, Lilit 07, Poplook 01 12/150 08.00% 7 07 - 08 - Duck 14, Lilit 13, Poplook 08 35/150 23.33% 5 09 - Duck 14, Lilit 07, Poplook 01 22/150 14.66% 6 10 - Duck 21, Lilit 10, Poplook 08 39/150 26.00% 4
	9	YOU GOT THIS! For the first Phrase dUCK, I wanted it to be something we can relate to. When things get rough, these 3 words give me so much empowerment and I've seen it life others' spirits too. So guys, whatever you're going through, look at this and remember YOU GOT THIS. Want to see it on our @vivvyusof? Next post! -D. #duckscarves #youtotheduck	C	3 Want to see it on our... 4 5 10 YOU GOT THIS!	
	10	What better way to start your day than with Empowermint like my gal @vivvyusof here! All new Pleats colours are now available in stores today. Which one are you getting? < > -D. #duckscarves	D	2 empowermint 4 5	
	11	If you're anything like me, you've lost your keys once or twice. < > I've always relied on keychains to save the day, because that way I can hang my keys in places that are easy to reach (and find!). Also makes it super easy to find in my bags. I created the Tassel Keychain for the same reason, so lost keys will never be a problem again. This one's a celebration of all things dUCK, made from top grain leather and featuring an elegant gold finish to give your keys a spiffy look. And I even added my initial there, so you can carry a piece of me (and dUCK) close to you all the time. The Tassel Keychain is an ONLINE EXCLUSIVE, and will be available via @fashionvaletcom from 10pm tonight. < > -D. #duckaccessories	C, D	1 spiffy 4 5 9 10 spiffy	
	12	You'll be feeling Mauve-lous in this pretty colour! Available both Shawl and Square, you'll have loads of styling options with a Monogram. Would you dress it up or down? < > -D. #duckscarves	D	1 Mauve-lous 2 Mauve-lous 4 5	

A	B	C	D	E
	13	Besides being easy to drape, I'm pleased that our latest batch of Matte Satin Silk dUCKs now come with odour control and anti bacterial nanotechnology too! Looking and feeling good should go hand in hand. Have you got yours already? < > -D. #duckscarves	D	4 5 10 feeling good
	14	My Saturday essentials look a little like this, gotta have the brand new Lola too. How about yours? Name three dUCK essentials you need over the weekend! < > -D. #duckbag	C	4 5
	15	Get a Poof! and sort out all your volumizing needs. It will hold your hair in place underneath your favourite dUCK for as long as you need. And of course, this has odour nanotechnology control and anti-bacterial technology. Which one did you get? < > -D. #duckscarves	C, D	4 5 8 10 Poof!
	16	Aw gee, it's another round of Disney x dUCK fun! The Disney x dUCK - Mickey collection will be launching online tonight at 10 pm! Each scarf in this collection has a name inspired by traits associated with Mickey Mouse. This one's Lively! Ready to know more? < > -D. #duckscarves #disneyxduck	D	3 Ready to know more? 5 8
	17	Besides having a stretchy inlay that suits all face shapes and cooling fabric, there's another feature of the Telekung that was important to retain because everyone loves it. Pockets! Now you can stash your mobile phone and keys in your pockets safely. < > -D. #duckcosmetics	C	1 cooling 4 5 10 safely
	18	It's a challenge to pick my favourite thing about Triple Treat. I love the feminine rose gold packaging and ergonomic applicator, I love that it contains wonderfully nourishing ingredients and I love how it gives a subtle plumping effect to my lips. What's your favourite thing about it? < > -D. #duckcosmetics	C, D	1 subtle plumping effect, nourishing 5 9 Triple treat
	19	I know you have been waiting for this! The Telekung is coming back, this time with delicate lace detailing. Because comfort and practicality are key, it comes in that soft cotton mix fabric that will keep you cool. Guess what other colours are launching? < > -D. #duckaccessories	B, E	1 soft cotton mix fabric 3 Guess what colours are launching? 4 5
	20	Conjured up a brand new lip concoction just for you! Because we all have those days when we want a lipstick, lip gloss and lip cream all at once. On those days, choose the juicy sweetness of Triple Treat! Comes with a delectable bubblegum scent and all the goodness of lipstick, lip gloss and lip cream. Head to @duckcosmetics for more on this lip product your lips will be craving! Now available online! < > -D. #duckcosmetics	, D	3 head to... 4 5 6 9 triple treat 10 conjured

A	B	C	D	E
	21	To keep pin pricks away, the Magnetic Pin Box is coming to save the day! This chic pocket-sized case, with a faux leather exterior opens up to reveal a mirror and lush suede interior (swipe to see) where your scarfs pins can be safely tucked away. This launches online at 10pm, along with The dUCK Starter Kit! < > -D. #duckaccessories	C	1 lush, chic 5 10 tucked away
	22	There's nothing basic about black, it's always the height of sophistication. Ready to see the complete collection? Menu's next! The Trellis dUCK's online debut is hours away - set your alarms for 10pm tonight so you can get yours! < > -D. #duckscarves	D	1 sophistication 3 ready to see the complete... 4 5
	23	And here's another reveal! The Trellis dUCK is the first scarf that will come in our brand new packaging! Yes, your printed dUCKs will now come in a box like this one pictured. Besides the brand new look, I'm pleased to say that this box is the first that's recycleable and made from 100% recycled material (hence the new matte finish, some glossy paper finishes cannot be recycled), and this includes the sheet of paper within the box that protects your dUCK. I want to do something good for Planet Earth, and I'm starting here. A small step, but I hope it will eventually make a big impact. What can I say, green is the new purple! < > -D. #duckscarves	B, E	4 5 8
	24	Divide and conquer, because your luggage is about to look Insta-worthy! Wanderlusters, you will love the lightweight and water-resistant 5 in 1 Gusset Case Set. With this you can organize clothing, undergarments, accessories and even shoes neatly in your luggage. < > -D. #duckbag	C, D, E	1 Insta-worthy 2 Insta-worthy 4 5 8 9 Insta-worthy 10 look insta-worthy
	25	Have you gotten your Adjustable Ninja already? I say you can't have too many of these, they're so useful. And let me tell you, those are selling fast (especially those neutral shades), you better grab 'em while you can! < > -D. #duckinner	E, B	4 5 9 Adjustable Ninja 10 can't have too many
	26	Hurry and get dolled up, you can still purchasetems from the Barbie x dUCK cosmetics range! What's a look you would create with these products? Let me know, and be sure to tag #duckcosmetics in your videos/pictures. < > -D. #duckcosmetics #barbiexduck	A, B	4 5
	27	The Annie Bag is a classic must-have in your wardrobe. This one in bright yellow is a statement style that's sure to put a smile on your face and those who look upon it. Name a dUCK you have that will match the Annie Bag in Yellow < > -D. #duckbag	E	1 statement style, classic 4 5

A	B	C	D	E
	28	You would nail that pout with @duckcosmetics smudge-proof Matte Decisions lip creams. The OGs would know how pigmented and nourishing our matte formula is without drying your lips. Name your favourite shade below! < > -D. #duckcosmetics	D	1 nail that pout, pigmented, nourishing 4 5 8 9 Matte Decisions lip creams 10 OGs
	29	Make way for the Annie Bag. Inspired by a camera-style bag, don't let its small nature fool you! With zippers on both sides, the Annie Bag has spacious compartments to fit your essentials, both big and small. Launching 10pm tomorrow night, wanna guess how many colours Annie comes in? < > -D. #duckbag	C	3 wanna guess how many colours... 5 8
	30	The perfect scarf or comfort and convenience all day and week. Debuting in six colours, Instant Meringue's attached Adjustable Ninja inner is treated with nanotechnology for anti-bacterial and anti-odour benefits. Launching exclusively online at 10pm tonight! Which one has caught your eyes? < > -D. #duckscarves	D	1 comfort convenience 4 5 9 Adjustable Ninja
	31	I have to admit, there have been days I ran late to work because I took a little too long styling my scarf or finding the right one for my outfit in the morning. You definitely can't go wrong when you match Instant Meringue in Earl Grey with most ensembles! For this range, we wanted it to be hassle-free as possible for you match as well as style. Are you ready for this? < > -D. #duckscarves	C	1 hassle-free 3 are you ready for this? 4 5 9 Instant Meringue, Earl Grey
	32	If you haven't heard, my gal @vivvyusof shared quite abit over the weekend about a special collaboration between @duckcosmetics and one of her all-time favourite drinks. Head on over to @duckcosmetics if you want to know more about it. I'm drooling over her posts (literally!) and have been drinking boba every day for the past few days. Who's guilty too? < > -D. #duckcosmetics	E	3 head on over to... 4 5 8 10 drooling
	33	Something pink, something blue. Something yellow, something new! The bright and lively Bubbly dUCk is a sure way to perk up your mood. I wonder, which one resonates with you the most? < > -D. #duckscarves	E	1 bright, lively 4 5 6 10 perk up
	34	You'll be bubbling over the excitement for The Bubbly dUCk! This is our take on a classic print with a contemporary twist and funky design. You can already see how sweet and peachy this will look on you like it does here! What other colours do you think there'll be? < > -D. #duckscarves	D	1 contemporary, funky, sweet, peachy 3 what other colours do you... 4 5 8 10 bubbling

A	B	C	D	E
	35	Are you feeling a little knot-ty? This gorgeous beauty of mine is launching at 10pm < > -D. #duckbag	D	2 knot-ty 4 5 8
	36	"Best pleats ever!" And that's not even from biased old me. Most of the pleats in the market finish with unpleated ends because that's the capacity of the normal machines. I wanted a solution to that so I worked together with the team to research and develop a full pleated scarf from end to end, and it took even further to ensure the pleats are very fine and close together. This took a while but I'm glad we pushed because now it makes my day when you say you love them! Who here is on Team Pleats? < > -D. #duckscarves	B, C	1 very fine 4 5
	37	Magnetic pins have sold out! Feeling a little high on cloud 9 right now. Thank you dUCKies for the love, I can't believe all sets sold in an hour. New colours will come - I will keep you updated < > -D.	D, E	3 new colours will come.... 4 5 9 cloud 9
	38	Candy for your dUCKs! Made from anti-rust alloy, this new design has a sleeker feel and best of all - new colours to match your outfit. A box has a set of 6 pairs of magnetic pins. You just have to choose from gold, rose gold or silver (or all 3 < >). Available online only from 10pm tonight! Link in bio. < > -D.	D	1 sleeker 4 5 10 candy for your ducks
	39	Introducing a piece of dUCk that's made to fit in your pocket - the Tassel Keychain! Its made from top grain leather and features an elegant gold finish. You can also latch it to your cardholder for a fun statement. Ready to show your dUCk love off in an entirely new way? -D. #duckaccessories	D, E	4 5
	40	Pair your sunny yellows with a mellow neutral coloured dUCk! A few colours of the Monogram dUCk are still up for grabs in stores, so hurry and get some retail therapy in today. < > -D. #duckscarves	C	4 5 6
	41	Contrast your metallics with sweet pastels for a unique look! If you want to try experimenting with a metallic bag for the first time then get Lola in Gunmetal. Best of all, Lola is perfect for any occasion, day or night. < > -D. #duckbag	D	1 unique 4 5
	42	The prayer mat and matching bag that you'll get together with the Telekung are essential. This way you can tote it around anywhere you go with ease. Have you got one? < > -D. #duckaccessories	C, E	4 5

A	B	C	D	E
	43	Go to work, like a boss! With the dUck Laptop Bag you'll have the convenience of ample compartments, and that's so important because you can slot in everything from cards and stationery to documents and even more gadgets. And it's water-resistant too! Launching tomorrow, so get ready! < > -D. #duckbag	C, E	4 5 10 like a boss
	44	This is something every traveller can use, The Clear Vanity Bag. Perfect to store full-sized toiletries, your precious products will be kept safe inside this waterproof bag. What do you put in yours? < > -D. #duckaccessories	C	4 5
	45	With a dreamy Satin Silk dUck, you'll look instantly elegant wherever you go. Talk about an instant pick-me-up! Show some love for this. < > -D. #duckscarves	E	1 instantly elegant 4 5 10 pick-me-up
	46	Soft to the touch and comfy as can be, you can bet a Faux Cashmere will keep you snug. It's also easily draped and can be worn as a head wrap. How do you style yours? < > -D. #duckscarves	D, E	1 soft, comfy, snug 4 5 9 Faux cashmere
	47	Pink lovers, I've got you! Because I'm clearly still in pink state of mind, here are some dreamy pink items you should definitely add to cart. Tag that friend who just can't get enough of all things pink! < > -D. #duckscarves	D, E	4 5 8
	48	The only acceptable Monday Blues? These! The deliciously soft Faux Cashmere dUcks are making a comeback in brand new colours! Tag someone who's been waiting for this. < > -D. #duckscarves	E	3 ...are making a comeback in... 5 9 Faux cashmere 10 Monday blues
	49	Bring Sofia for a Sunday stroll! This one's the best arm candy for a weekend outing, keeping you stylish yet armed with space. Speaking of space, what are the top three must-have items in your bag? < > -D. #duckbag	B, D, E	1 stylish 4 5 9 arm candy 10 armed
	50	Precision and ease of use make Brow Game a dream to apply. If you're a brow rookie, this should be your pick! With a few light strokes, you can get flawless brows. Which shade did you get, Brown or Dark Brown? < > -D. #duckcosmetics	C, D	1 flawless 4 5 9 brow game

Lilit Woman

A	B	C	D	E
@lilit_woman	1	The Hot weather calls for a change of wardrobe! < > Our City essentials are very light weight with a maximum coverage. Yea we got you covered gurl. #barulahlit	C	4 5 10 covered
	2	Easy to wear, easy to style! You gotta make it work for WORK . #barulahlit	A, B, E	4 5 6 8 10 work
	3	#hellittheory. Wondering what inner fits your face the most? Could it be Ninja inner, Tube inner or snowcap inners? Watch our new episode of #lilittheory as @warnabilla unveils the pros and cons of each Inner hijab. Which inner would you think is best for you?	B, C	3 wondering what... 4 5
	4	It's time for @fiziwoo top picks from #lilitxwoofiziwoo. It's a very dreamy piece that a woman should have in their wardrobe as they say "Made for the girl that is soft and delicate. This looks aims to be light and airy." Choose one out of three colours you'll sure put a smile when you see yourself in them. #barulahlit	E	1 soft, delicate, light, airy 5
	5	Can't explain how soft buttery this Zurich Snowcap Inner is. < > Get them cause they're out today! #barulahlit	D, E	1 soft 3 can't explain how... 5 9 soft buttery 10 buttery
	6	LILIT.INNERWEAR is expertly crafted from soft material that not only good but also feels good. Fitting comfortable and modestly our inner wear is guaranteed to ease your life with no compromise on style. Get them while stocks last. #barulahlit	E	1 soft, style, comfortable, modest 5
	7	Have you seen our Shirt Dress! Perfect for everyday and our #lilitwoman who are always on-the-go. It comes in Black too. Definitely a wardrobe staple you'll need.	C, E	1 staple 4 5 9 shirt dress
	8	Saving the best for last! Who needs a plain oversized denim jacket when you have this gem < > right here. It feels like you are wearing an art piece. Get them online tomorrow at 10pm or you pay us a visit at FashionValet Publika store tomorrow at 1 pm to have first dips on the #lilitxwoofiziwoo pieces! See you there < >	B, D, E	4 5 8 10 gem, first dips
	9	As a hijabi expert our aim is to uplift the classics and basic wear to a whole new level. Our Innerwear designs are staple you'll turn to day after day. Launched today 24.1.20 #barulahlit	E	1 uplift 4 5

A	B	C	D	E
	9	As a hijabi expert our aim is to uplift the classics and basic wear to a whole new level. Our Innerwear designs are staple you'll turn to day after day. Launched today 24.1.20 #barulahlit	E	1 uplift 4 5
	10	Did you think we were not going to have our signature hoodie! This is a collectable piece, if you noticed each hoodie during our collaborations has it's own persona's touch. Time to WOOfan up #lilitxwoofiziwoo	D	2 WOOfan up 4 5 8
	11	Life is better in our Taj Mahal Cotton Shawl! Trust us, it's super soft and airy. Everyone needs one in their staple wardrobe #barulahlit #boxingday	E	1 soft, airy 4 5
	12	Ops cat out of the bag! Our fast selling Dubai Jersey Shawls are BACK IN STOCK! Love at first touch every single time for this one #barulahlit	D	5 6 8
	13	Have you heard of our Havana Chiffon scarf? well if didn't know it already Havana is our lightest hijab and it is preferred scarf for travelling. Get your hands on them as they are back in stock!!!! #barulahlit	E	1 lightest 4 5
	14	Our Morocco Crimp Chiffon Crepe cascades perfectly and needs really minimal ironing no wonder they are selling really fast < > get them before they are sold out! #barulahlit	D, E	1 cascades perfectly 5 9 cascades perfectly
	15	Imagine standing tall and confident in our Kak Lang this wedding season < > Item is now on sale! #barulahlit	B, E	1 confident 5 8
	16	Time to gear up and take our new LILIT.Muse collection outdoors! This Satin Blouse is an improved version of our previous one, I bet you'll love it. It's oversized, lightweight and this time it's textured cause #barulahlit	E	4 5 9 gear up
	17	We can't get over the colours that we have for our Seoul 2.0 Satin collection! This is absolutely made for the girl who literally lives and breathe in pastel and earthy colours. Comment < > if you are that person! #barulahlit	E	4 5 8 10 lives and breathe in
	18	Get ready for the COMEBACK of the year! Our oversized ribbed top and high low ribbed skirt will be launching in 5 colours. We will not be only launching this pieces but there will be a new dress too #barulahLIT	D, E	3 we will not be launching... 5
	19	I want to have a weekend adventure, but at the same time I kinda want to be in my pajamas' - Lounge set is here to solve that problem! Get our comfy lounge set #barulahLIT	C, E	1 comfy 5

A	B	C	D	E
	20	White on white? <i>That's the style you want for a chill Sunday morning</i> < > Get your Nadya pants today while stocks last #barulahLIT	B, E	1 chill 4 5 6
	21	1 TOP 10 STYLES CHALLENGES. When life gives you a white shirt, you sure make fully use of it! One top ten ways to style it! Kadiana Top is a major love. <i>Very versatile get them now cause it is on SALE</i> #barulahLIT	E	1 versatile 4 5
	22	With an outfit like this <i>your going to have a lot of selfie memories</i> , our LILA suits are on sale. Get them while stocks last cause <i>they are moving fast</i> < > Sale link at bio #barulahLIT	B, E	4 5 8 10 selfie memories
	23	Because every Thursday needs a lil bit more glam! Get this Aorelia suit set, they come in four different colours too, spoiled with choices! Sale end on the 11.11 #barulahLIT	A, B, D	1 glam 3 ...they come in four different... 5
	24	Feeling Sundaylicious cause tomorrow is another holiday!! Slip on this hooded dress and <i>you are ready for a girls night out</i> #barulahLIT	B, D, E	2 Sundaylicious 4 5 8
	25	Get ready for that laid back look for tomorrow's outing! <i>It's Sunday tomorrow either you go big or go home with our Side Denim skirt</i> haha if you know what I mean... < > Get the items at our link at bio < > #barulahLIT	B, D, E	4 5 8
	26	LITITUP with LILIT's Pants. Sit back relax, and let your pants be the statement. Lucky for us, our pants <i>goes with almost everything</i> from pastels to warm colours. Got them at our link at bio and use code LITITUP30 while stocks last. #barulahLIT	D, E	1 statement 4 5
	27	Go sweet with this Scotland Grid in Blueberry. Trust me girl no one ever looks bad in black. <i>Get them and never go back</i> #barulahLIT	C, E	5 10 sweet
	28	Athens 2.0 tutorial series: One new style a day keeps that sorrows away. <i>Try this look with your new Athens and don't forget to tag us</i> #barulahLIT	D, E	4 5 6
	29	Look at how she flows! The girl in the green scarf, <i>well that could be you.</i> #barulahLIT #lilitwoman	A, E	4 5 8 10 she

A	B	C	D	E
	30	8 colours of Taj Mahal waiting for you to get them into your closet staples! Drapes for days, light as feather < >, muted colours to die for, <i>what more could you ask</i> < > Launching tomorrow 27.8.19 #barulahLIT	D, E	1 light, staples 4 5 8
	31	< > <i>Attention the wait is finally over</i> , we are happy to announce that this Assymetrical Jumper will be available tomorrow in two colours. Get them before it solds out #barulahLIT	E, D	5
	32	There is never a wrong time for Polka dots! Spice things up for our white Kadiana Top and pair them with our wallis polka dot skirt! A perfect balance for your OOTD #barulahLIT	D, E	1 perfect balance 4 5
	33	STOP & STARE cause this Eada pleated top is just <i>irresistable</i> < > pakai top ni pergi mana mana #barulahLIT get them while stocks last (Eada top in blue RM99)	B, E, D	1 irresistable 5 6 8
	34	<i>The search is over for your staple black dress!</i> Senang nak match dengan apa pun. Make this your wardrobe essentials #barulahLIT (featured wappi dress in black)	C, E	1 essentials 4 5
	35	<i>Get this look!</i> The outfit that you definitely want to have as your staple wardrobe pieces #barulahLIT! Available only on @fashionvaletcom	B, E	4 5
	36	A lesson in layering by @khaininakhali. This top is very very versatile piece you may say, it is made out of knit fabric but worry not it's still light weight and not hot when overlaid to an outer wear. Shop this at our link at bio. #lilitwoman	C	1 versatile 4 5
	37	It's Monday morning and if you are in a rush put this Dubai Jersey on instead! <i>Definitely worth trying</i> #lilitwoman - Dubai in Falafel RM49	C,D, E	4 5 9 dubai jersey
	38	Did you noticed that all THE SISTERS collection has its own kind of pearls placements? You can choose any design/colours and it still looks as if it is related just like sisters < >!! #lilitwoman #lilitheid ----- Kak Cu in Ash Rose and Kak Mah in Pomelo. Link in bio < >	D	4 5
	39	<i>Have you stocked up on your Eid outfit!? Kak Wa shall be the start of it</i> ----- Featured Kak Wa in Dusty Rose RM199 Link at bio. #lilitwoman #lilitheid	E, D	4 5
	40	Have you checked our newly launced items yet? Meet our Athena set in Lead perfect for weekends and weekdays! <i>Slay it like @aimyzzin here!</i>	E	1 slay 4 5

A	B	C	D	E
	41	THE FEARLESS// Introducing the Kayda Set. Wear a simple inner with it and TADA < > you look like you put a '100% on your outfit!	E	1 100%, simple 4 5
	42	THE FEARLESS// Our favourite turtle neck! This time it come with a more glittery effect material. Where it night or day you'll still be the bold one there.	E	1 bold 4 5 10 bold
	43	Roses are red, violets are blue. We < > Marrakeshin Woodrose, especially on you (Shop on all @fashionvaletcom store) #lilitwoman	D, E	4 5 6
	44	Head on over to @fashionvaletcom store to get all LILIT. Best-Selling Fuji Matte Satin for ONLY RM29. Ends tonight! Get it before it's gone gurl #lilitwoman	E	5
	45	Feeling so fab < > with Ribbed Dress in maroon. Shop LILIT. x @klooktravel The Voyager Collection on @fashionvaletcom website & store today! #lilitwoman	A, B	1 fab 5
	46	Rise n' slay LILIT. Women! Double tap if you love this Marrakesh in Berry < > Available on @fashionvaletcom website and store. Get it before it's gone #lilitwoman	A, B, E, D	1 slay 4 5 9 rise n' slay
	47	Hey ladies! It's time to play dress up. Every single girl would have gone through once at least in her life. Since we're all staying home let's try this with any of your LILIT. items. This time around we have @nadiarahimx show casting her fav LILIT. items in this episodes of #lilitstyles	C	4 5
	48	Rise and shine! < > Got plans for this weekend? There is never a wrong time for a polka dot hijab! #barulahlit	B, D	5 8 9 rise and shine
	49	Wanting to feel comfortable yet pretty? Flourish yourself in this lilit navy blue floral dress < >	B, D, E	1 comfortable, pretty 4 5 10 flourish
	50	Prints on Prints on Prints! Introducing our Edinburg Printed Square Hijab! Inspired by the pattern design of the bagpipes quilt on smooth chiffon. We love it with a black suite for a formal look.	B, D	5 6

Poplook

A	B	C	D	E
@poplook	1	Alright ladies, we know you love the Nana Shirts. So, we're launching Nana in new prints < > tomorrow. Are you excited? #poplook	C	3 we're launching nana in new... 4 5
	2	Working in bed and listening to all your song suggestions. Thanks ladies! The playlist is up on instastory if you wanna listen along. Also is anyone dressing up even though stuck at home?	C	4 5
	3	And then there's this ray of sunshine! < > Our cotton raya collection is perfect for our weather. The fabric is light and breathable and each top and skirt is fully lined. All happening this Tuesday 11am, 17th March.	C, D	3 All happening this... 5 10 sunshine
	4	As with all our collections, we make sure a handful of designs are breast-feeding friendly and some also minituarized for kids. The Molek Collection launches 17th March, 11am online and at all 4 of our stores. #poplookcerekaraya #poplookraya2020	C,D	5 10 handful
	5	Cotton is natural, breathable and oh so comfortable! Stay tuned for The Molek Collection, our cotton raya capsule launching this Tuesday. #poplookcerekaraya #poplookraya2020	D	5 3 Stay tuned...
	6	Don't you just love florals? Dress it up or down; the Soriya Skirt is versatile. Friday's look inspired by @dyanadyana.	C, E	1 versatile, comfortable 4 5
	7	Looking so pretty decked out in #poplook is @syazwaniezayip. She's seen in the Fariha Skirt with sneakers. Loving the combo. Shop Fariha now via the link in bio. She's also available in Navy.	C, E	1 pretty decked out 5 10 decked out
	8	Soothing hues. We can't get enough of the beautiful colours from our Printed Kurung Collection. Which colours have you bought? #poplookraya2020 #poplookcerekaraya	B, E	4 5
	9	Comfortable, stylish and modest. The Rima Shirt is perfect for everyday wear. Shop it your size now via the link in bio. #poplook	B, E, D	1 comfortable, stylish, modest 4 5
	10	Trend coords. Love this edgy look by @withhasnab. She is wearing the Habeba Jacket and the Jayeal Pants. Love the look shop it now via the link in bio! #poplook	B, D, E	1 edgy 2 coords 5
	11	Join the Print party! Kurung sets for all your festive outfitting trends. Also matching sets for your little ones < > #poplookcerekaraya #poplookraya2020	B, E	4 5

A	B	C	D	E
	12	And then there's this classic navy floral prints. So chic < > Print kurung sets launching tomorrow 11am. Are you eyeing something already? Please note that we have produced these in limited quantities and there won't be any restocks! You've been warned < > #poplookcerekaraya #poplookraya2020	B, D, E	1 chic 4 5
	13	We aren't kidding when we say there will be many prints launching tomorrow! How about one of these beautiful blues < > #poplookcerekaraya #poplookraya2020	E	3 we aren't kidding... 5
	14	What about this abstract watercolour print? < > and yes! We have zip-front styles too for those who require breast-feeding friendly pieces. Launching 11am, this Tuesday. #poplookcerekaraya #poplookraya2020	B, C, D	5
	15	For days when all you need is a simple, chic kurung. Our launch this coming Tuesday will have you covered! So many prints to choose from... what do you look for in a print? Subtle? Floral? Geometric? Tell us in the comments < > #poplookcerekaraya #poplookraya2020	C, D	1 simple, chic 3 so many prints to choose from... 5
	16	The Kinley Kurung has been a favourite today! And we can see why. The jacquard chiffon has a soft drape while the crystals accents are subtle and so chic. Seen here on @azurvvn... just love < > The Gemersik Collection has launched online and in stores. Made in limited quantities and no restocks so you know what to do! #poplookcerekaraya #poplookraya2020	D, E	1 subtle, chic 3 ...no restocks so you know what... 5
	17	The art of drapping is a Poplook speciality. During the sampling process, the pleats are hand-pleated and hand-stitched till the desired form is achieved. This painstaking work results in a standout piece that is truly a work of art. The Gemersik Collection will launch 3rd March online and in-stores. #poplookraya2020 #poplookcerekaraya	D	3 The Gemersik collection will launch... 5
	18	Looking at the clock be like only three hours left to the weekend! We can't wait to just relax. Perfect for anytime of the day, @khaininakhali is slaying in the Rattania Dress. Get yours now only on #poplook	C, E	1 slaying, perfect 4 5
	19	A twinkling peek at our first raya collection to launch 3rd March. Are you wearing a pink hue this Raya? #poplookraya2020 #poplookcerekaraya	D, E	3 a twinkling peek... 4 5
	20	All in the details < > Loving the lace trim of the Milca Blouse. @nurfatiin is looking as stylish as ever in hers. Love this? Pick it up now by tapping the pic. #poplook	E	1 stylish 3 love this? pick it up now... 5
	21	Need some nature hues in your wardrobes? Be sure to drop by our boutiques at the Curve, Sogo, Setia City and loi today to pick up some new swag.. We've got all the styles you'll need < > #poplookphysicalstore	B, E	1 swag 4 10 swag 5

A	B	C	D	E
	22	Perfect for anytime of the day. @nigeena is slaying the Rattania Dress. Get yours now only on #poplook	E	1 slaying, perfect 4 5
	23	Also launching tomorrow is this turtleneck ribbed blouse. Perfect for work and after work. We are so excited as there's many more fantastic items to lookout for. <i>Catch them all at 11am, tomorrow. See ya then!</i> #poplook	E, D	5
	24	An all white pocket shirt to add to your work wear collection. The Kaydin will be launched tomorrow in 2 colours. <i>Stay close and grab it once it is launched.</i> #poplook	C, E	3 stay close and grab it... 4 5
	25	Lookout also for this military green piece launching this Tuesday. This is one pair that is surely to offer you that casual chic vibe. <i>Only two sleeps to go.</i> #poplook	E, D	1 casual, chic 4 5
	26	Stepping into Friday like @nrulfiatiha < > Spotted wearing the Sheinah Jeans and looking so chill we love it! More jeans up for grabs on #poplook. <i>Shop with no regrets ladies.</i>	B, E	1 chill 5 8
	27	We just can't get over the cuteness of this hot! @rafiqahramli and her daughter is looking super adorable < > Both are twinning in the Chinami Blouse. <i>Pick them up for you and your daughter today.</i>	E	1 hot 4 5
	28	In need of a new outfit for your vacation? We have answer for youuu! Check out this beautiful flower tops on our website now < >	B, C	4 5
	29	Everyone needs a beautiful flowy dress, <i>so do you!</i> Grab this beauty on our website today.	C, E, D	1 beautiful 4 5
	30	If you have guessed the Ubika Skirt, then you are so very right! Our Ubika Skirt will be launching in 3 colours. <i>Weighted and ribbed, it doesn't get much better!</i> Watch out for it at 11am tomorrow. #poplook	D, E	3 Our ubika skirt will be launching... 5 8
	31	We are still in the mood for florals. Lookout for new blossoming designs this coming Tuesday. <i>We are sure you won't want to miss it.</i> #poplook	D, E	3 lookout for new blossoming... 4 5 10 blossoming
	32	Comfortable, stylish and perfect for your everyday wear. The Elona Blouse is <i>definitely a must-have!</i> Shop yours now via tapping the pic.	C, E, D	1 comfortable, stylish, perfect 4 5

A	B	C	D	E
	33	A little poof sleeve won't hurt, right? Check out our new arrivals today, we're sure you're going to love it!	D, E	3 check out our new arrivals today... 4 5 8
	34	The Campbell Pants goes with everything! We love her as a coordinate and on her own. Shop all three colours on #poplook today.	C	3 shop all three... 5
	35	Don't you just love details? The Yoana Blouse also launching tomorrow features this exquisite embroidered detail < > <i>Plus she's made from 100% cotton. Plus PLUS, she is labuh (covers the bum)</i> < > #poplook	D, E	4 5 6 8
	36	Drawsting + lace details + made from 100% comfy cotton, the Zipporah is the blouse you won't want to miss next week. She launches Tuesday, 11am. <i>Catch her then...</i> #poplook	E,	4 5 10 catch
	37	Another cotton top to add to your collection. With a versatile cut, you sure won't want to miss this! As always, our eyelet pieces are fully lined. Coming to you, next week < >	E, D	1 versatile 3 coming to you, next week 4 5
	38	Our famous Blaire Bag. Uniquely shaped and enough for you to <i>carry anything and everything you need</i> for the day or even your nights out. Tap picture to shop the Blaire now. #poplook	C, E	1 uniquely 4 5 9
	39	Not just in black ladies, the white Dannika Blouse is also on Backorder now. <i>Shop your sizes before they run out again</i> < > < > #poplook	B, E	4 5 8
	40	Here's a closer look at the prett Saxon Blouse. We are loving all the <i>attention to details</i> . Soft, comfortable and in the prettiest of colours, look out for Saxon at the launch tomorrow, 11am. #poplook	D, E	1 soft, comfortable 5
	41	Showing off our wild side in this pretty earrings. Do you love to accessories? #poplook	D	1 wild 4 5 8
	42	We totally agree with @sarahlildebrand when she says "Clothes are just like friends...". Our #poplook pieces are our best friends and we are sure you feel the same way too! Shop the Ziru Zip-Front Kaftan Blouse on Sarah today via link in bio. #poplook	C, E	4 5 8

A	B	C	D	E
	43	Be it for day or night, our athleisure outfits are lit < > @mradnn shows us how it's done with the Neely Blouse and Odeta Pants.	D	1 lit 2 athleisure 5
	44	Friday's call for comfy pants, and the Sanda Plazzo Jeans definitely fits the bill. Love the loose cut yet the stylish fall of this jeans. @amynasuhaa is slaying hers #poplook	C, D	1 comfy, stylish 5 10 bill
	45	Get sweater weather ready with our Raynell Knitted Rib Blouse. Simply comfy and stylish. Available online in Mauve, Black and Light Grey. #poplook	C, D	1 comfy, stylish 5 6
	46	It's a Public Holiday tomorrow! If you are heading out, best to have the Kylie Bag along with you just like @shazlinaabdullah. So convenient for all your outing neccesities! Shop the Kylie on sale now via link in bio. #poplook	C, E	4 5
	47	That's right, ladies.. it's coming! In our quest to create the perfect pleat scarf, we have engaged the same factory that makes premium scarves in the industry. We can't wait for you to try these. Just loveeee < > Are you excited?	D	1 premium, perfect 3 that's right ladies..its coming! 4 5 10 quest
	48	Some of us like to make sure that our shoes and bags match every time we go out. Yes, we are guilty as charged! So if you are an all brown kinda girl. Here's a tip for you. < >	C, E	4 5 8
	49	Our Aida Matte Satin Headscarves comes in new vibrant colours. Sewn fabric so smooth with a curved edge to assure you comfort in style. Visit our website to get your Aida Matte Satin Headscarf today. #poplook	E, D	1 comfort in style 4 5
	50	Pretty embroidered details on comfy designed tops coming your way on Tuesday at 11am. Which is your favourite, on the left or right? Tell us. #poplook	E, D	1 pretty 4 5